

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



Vol. CLV, No. 10

NEW YORK, JUNE 4, 1931

10c A COPY

An open secret—but



GENUINE Swiss Cheese, because of its unique flavor and texture, is pronounced by epicures one of the great food delicacies. Food authorities declare it as nutritious as meat.

Three things are responsible for this quality—geography, animal industry and centuries of skill in manufacture.

The pastures of the Swiss Oberland are unlike all others in the world—peculiarly blest with herbs and grasses of rare flavor. This flavor the cattle transmit to their milk, and from this milk Swiss Cheese gets its delicious taste.

The Swiss cheese-farmers, through careful breeding, have developed a strain of prize "cheese-cows" whose milk is extra rich in cheese elements. The Swiss method of ripening, although an open secret, seems to elude others who would follow it.

Many years ago one of the famous old families of Swiss cheese-makers developed a way to re-fine Swiss Cheese. The result was a toothsome even more delicate and delicious than the original. This is Swiss Knight petite Gruyère Cheese made by Gerber & Co., Ltd., of Thoun.

These reasons for Swiss Knight's delicious difference, persistently repeated in Swiss Knight advertising, are convincing cheese lovers there is no percentage in trifling with imitations.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

Combines a Complete Purchasing Directory with Collective Catalog Features

THE ONLY "PAID" AND A.B.C. AUTHENTICATED CIRCULATION IN ITS FIELD



Every copy
Wanted
and USED
by a buyer
at the
BUYING
MOMENT
2700
Advertisers

THE BUYERS' MASTER KEY
TO ALL
AMERICAN SOURCES OF SUPPLY

A PURCHASING POWER EXCEEDING
100,000 CONCERNS OF \$100,000 EACH

LONG TIME ADVERTISING AT LOW, ONE TIME COST

ONE ISSUE A YEAR;—CONSULTED CONTINUOUSLY BY EXECUTIVES AND OTHER
"KEY" MEN WHO INVESTIGATE, SPECIFY AND ORDER FOR ALL LINES, EVERYWHERE.

THOMAS PUBLISHING COMPANY, 481 EIGHTH AVENUE, NEW YORK

Issued weekly
Published by
June 29, 1911
Vol. CL

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879. Vol. CLV NEW YORK, JUNE 4, 1931 No. 10

Nine Advertising Points for the Big Chief

What Portions of the Advertising Policy Should Receive Attention from the Company President?

By Roy Dickinson

THERE was once a time when the president's contribution to his company's advertising program was an enthusiastic endorsement of the picture of a pretty girl to run in all the advertising. Rushed through in a warm glow of enthusiasm, the picture or the layout or the copy that appealed to the big chief with great force was often discovered later to have been not the sort of thing that impressed either distributors in Southern Illinois or consumers in Eastern Massachusetts.

Another type of president could be counted upon to reach into the lower right-hand drawer of his desk and drag forth an ancient picture of the old trade-mark, which he insisted was better for advertising purposes than the drawing of the product in use on a prominent clubman's yacht.

Those two types of presidents belong to the days when advertising was riding as high as the sometimes lamented boiling bull market of distant memory.

On the other hand, there were many presidents in those days watching to see that the company's advertising meshed closely with salesmen's reports, with production schedules and sales strategy. But there are some presidents, even now, who aren't in close enough touch with their advertising, its aims and objectives to get the most out of it for their companies.

A well-dressed young man formerly noted as a dancer and rider to hounds went back to Manches-

ter from a trip to South America and told the presidents of a group of British corporations that they would have to pay more attention to the fundamentals of their advertising in its closer relation to their sales. Their advertising, he told them, was inadequate, not well planned, not sufficiently adapted to the intelligent search for the markets which their American rivals were winning from them by closely meshed advertising efforts. The industrial presidents of the country whose sales and advertising methods the Prince of Wales praised so highly, are, most of them, weighing their present and future advertising on a new set of scales.

In current talks with a number of presidents who have been long-time users of advertising, I have found a wide variety of opinion on how much a president should know of the advertising details of his business.

The two types I have in mind are the heads of

1. The advertising company.
2. The company which uses advertising.

In the first class I should put the companies that naturally come to mind in the fields of packaged foods and other products, toilet specialties, soft drinks, cigars and cigarettes. In this group one finds many a president who is almost primarily an advertiser. He knows copy appeal, layout, details of market analysis, looks on his job as an advertising and selling job.

A new copy angle may be more important to him than a search for new outlets, a new package may loom larger than a laboratory search for new uses. Many of these men are making a remarkable record of sales and earnings amid bad times. Sometimes their very enthusiasm and flair for advertising leads them to copy that is questioned by many as gaining present volume at the expense of the sound values that are more important.

In the second class also are many different types of presidents. It is not fair to generalize. The president of a company making a product that becomes part of a door in a house to be built by a man in Mamaroneck or the gear that becomes part of a self-starter on a car to be made in Detroit, isn't so close to his own advertising as his friend who runs a breakfast food or chewing gum factory. Some men in this group take advertising in far too casual a manner, are not sufficiently familiar with its ability when properly planned and adequately used to solve problems that they seldom associate in their minds with advertising. They are too often in-and-out advertisers. Their advertising is not laid out on a long-time investment basis. Some American Prince of Wales might jar their complacency to their own and their stockholders' advantage.

In the fragmentary list of questions that have been suggested to me by prominent executives in both groups, some apply to both groups, some only to the latter one. To the in-and-outers, or "not doing any advertising now" individuals, I suggest that if they think it would be business suicide to cease making contacts with their trade, isn't there an equal danger in ceasing to make contact especially now, with the final consumer?

Assuming that no president, in either group, who has done a logical and profitable advertising job in the past has any intention of self-destruction by taking his foot off the gas on the last tough quarter mile of the steep grade, what questions should interest presidents

desirous of getting the most out of their advertising now and for the near future? The questions are not mine. They were all suggested by men interested in the problem.

1. Is our advertising adequate for our objectives?

That refers, in the case of the men who suggested it, to such similar questions as "Can I sell my board of directors on a large appropriation now when I know it is needed?" "Have I let a fear complex cut down my faith in the power of sound advertising to inform buyers?"

When A. R. Erskine in the midst of last summer's dullness decided to go ahead on the free wheeling idea I asked him how he decided on a million dollars as the amount to spend.

"We decided," he told me, "that a new revolutionary mechanism like this required a broadside introduction throughout the nation and a constant firing afterwards for some months at least, and we, therefore, felt compelled to spend the million. The only way to inform the public effectively and quickly was by advertising. The advertising expenditures of a big corporation, like wages, purchases of materials and other expenses and costs of production are administrative responsibilities of management and authority is exercised by it in deciding such questions."

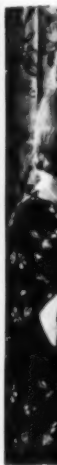
That sums up the viewpoint of two other presidents who didn't wish to be quoted by name but who have recently insisted before boards of directors of which lawyers and bankers were members, that management, represented by the president, should be the final word in deciding the adequacy of an advertising campaign, even when it runs to large figures. Always provided, of course, there is any money loose or borrowable.

This brings us to the closely allied question:

2. What better way to use a portion of reserves or surplus than in a long-time advertising investment starting now?

One of the two non-quotable presidents told me of a heated debate a few weeks ago when he

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The Vital VITAMIN



BREAKFAST at the Smith home. Mother, Bud and Dad. Notice the popularity of orange juice. A few years ago orange juice was in the same category as chocolate sodas and ice cream sundaes—a refreshment.

But now it's being drunk for health. "We ought to have orange juice every morning," said Bud. "If you expect me to have good teeth and good digestion, it's got to be in my diet." He wasn't doing missionary work for any vitamin. He had in mind his place on the tennis team, his prowess in swimming. Health means activity to Bud.

Whatever your product, Bud is the fellow whose acquaintance you want to make. He is

the wedge by which you can enter and take part in the family buying councils. For be it radios, automobiles, frozen fruit juice, Bud gets in his word.

700,000 boys like Bud, 85% of them of high-school age and over, read **THE AMERICAN BOY**. There, on the pages of their favorite magazine, you can meet them, talk with them, and win their friendship. And once their friendship is won, you have an invincible army of enthusiasts plugging for you. August forms close June 10th.

The **YOUTH'S COMPANION** combined with **American Boy** Founded 1827
Detroit Michigan

urged the investment of a portion of surplus in advertising a new product developed in the laboratory.

Two of his directors, he discovered, still had advertising classified in their minds as a "stunt," not as an investment. This man's company is one of the 300 or more that added to surplus in 1930. He believes the rainy day for which the surplus has been gathered over the years is here now, and that money invested now, while others hold back, is doubly valuable for building sales next January and February. A minority of one at the meeting, he managed to win a compromise victory and secured half as much money as he considers adequate. Presidents, even in the Class 2 companies that he heads, must develop an advertising sales technique, he believes, and replace an old, outworn conception of advertising with a more modern one in the minds of directors.

"We need more directors who are familiar with present-day sales and production problems of business," he told me.

3. Are we advertising for profit sales as against volume?

Let's examine every item, say some big executives, to see if it is priced too high or too low and then put on advertising pressure behind the profit products. The "intensive drive" for big volume without careful analysis, or to retailers who never were helped in moving the goods, is anathema to several presidents who learned a bitter lesson a few years ago. "Some of our smallest advertising expenditures were most expensive to us; we paid entirely too much for a lot of new customers we would have been better off without," is the way a prominent executive in the packaged-food field sums up quick drives without adequate preparation. Some presidents are beginning to see the possibilities of making more by selling less more intelligently and logically, and better advertising is playing a big part in this change.

4. How can I best keep the advertising, production and sales departments working together?

At a time in the country's economic development where over-investment of productive facilities will have to be adjusted to markets that don't absorb the entire output, this point is more important than it has been for years. The continual descent of prices, which in many cases has no apparent relation to actual cost, makes it a real problem for many a concern to stay alive commercially.

It is sometimes the sales department's habit to want new and unique items constantly. The salesmen are likely to say, "We have got to get them if we are going to hold our customers." On the other hand, the production department, with its smaller personnel, is anxious to make as few changes as possible. It asks, "How can we keep manufacturing costs down if the line is to be changed every few days?"

A president in this case has to be a very efficient and careful liaison officer. This job is as important as a close supervision of all expenses and the continual pruning of unnecessary items. There is greater pressure exerted on the sales organization to produce volume at less expense. Profits are going to be in direct proportion to the degree of co-ordination secured by the management of the business. Whether the product is "right" or not has a very marked though often intangible effect upon the profits of the business. What product in a line shall be featured in the advertising? The president in many companies today is keeping in the closest possible touch with developments in retail selling and is constantly in close contact with buyers and store executives. He has to take the sales suggestions and analyze them from the standpoint both of manufacturing possibilities, advertising drives, and profit possibilities.

In one company where the president is keeping in close touch with his advertising manager on this balance between production and sales, no less than 240 suggestions for new items were investigated and more than 200 rejected as im-

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THE DELAWARE, LACKAWANNA AND WESTERN RAILROAD



FREIGHT TRAFFIC DEPARTMENT

90 WEST STREET
NEW YORK CITYJOSEPH J. BYRNE
GENERAL FREIGHT TRAFFIC MANAGER
CHARLES F. MCTAGUE
FREIGHT TRAFFIC MANAGER
A. B. WALLACE
ASSISTANT FREIGHT TRAFFIC MANAGERThe Atlantic Monthly
8 Arlington Street
BostonAtlantic Monthly Company
8 Arlington Street

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Two letters, snatched at random off the well-heaped desk of the publisher of The Atlantic Monthly. Both are from executives who see how they can make money by circulating Frances Taylor's good article, "Who Wants My Money?" in the May Atlantic.

Anyone who wants to realize on true values in Advertising should use The Atlantic to reach important people who can, and do, respond.

THE ATLANTIC MONTHLY

8 ARLINGTON STREET, BOSTON

Fifth Ave. Bldg., New York Union Oil Bldg., Los Angeles
Tribune Tower, Chicago Russ Bldg., San Francisco*"America's Most Quoted Periodical"*

practicable, impossible or unnecessary. The choice of items that shall be pushed at a particular time and in a particular territory is the president's job.

5. Is our advertising helping our salesmen to meet present-day sales objections?

The advertising and selling end of the business, not the production department, has the function of helping answer sales objections.

One president with whom I talked recently admitted frankly that for several years he has helped choose the type of copy written for his product—a much used household utensil—as he would pick out a new novel in a book store after glancing over a few pages. Did it interest him? It so happened that when he took a train recently and jumped out to a few branch offices, a procedure which is new to him this year, he started to make a list of the principal sales objections that are being hurled at his salesmen. These sales objections, curiously enough to him, differed widely in different localities. A little book in which the objections were carefully listed became his unfailing copy guide upon his return home. He has been spending a great deal more time recently among the little green cards upon which the district offices list sales reports. The cards and the little book have entirely revised not only the copy appeal for this man's product, but have also induced him to use widely divergent copy appeals in various localities. His advertising is going to look far different from now on, but (he is very enthusiastic about this point) it is going to do more of a real selling job than it has ever done in the past. He knows this because he went out where the goods were sold to discover it.

6. Is our advertising tied up closely enough with our research department or laboratory?

This question will be asked, of course, oftener by large manufacturers than small ones. It was a question put to himself by the president of a company making a line of different items selling through many different channels of

trade. His research department, headed by his son four years out of college, had worked out a totally new item, unrelated to the rest, but using approximately the same raw materials and capable of being mixed and packed by the same machinery. The young man and his friends used it, enthused about it, but the sales manager showed the son conclusively why it wouldn't pay to push it. There were at least six good reasons.

Several of the salesmen tried the product themselves, liked it immensely, told customers about it conversationally, set out to sell it. Orders came in. The president tried the product himself, liked it. It is about to develop into a nationally advertised product. The key to more profits may hang on the laboratory door which the president hasn't opened recently. Laboratories are worth investigating carefully. Product engineers, chemists and research men are needed and it is up to the president to keep in close touch.

7. Are we helping to keep the advertising tool sharp, or dulling it?

Here is a question that is bothering many big users of advertising. Do wild statements and unsupported claims dull the cutting edge of all advertising? Many presidents are sure they do and are worried about it. The question is bound to be mentioned in several of the talks presidents will deliver at the coming A. F. A. convention. Many men hope that all advertisers will see the light and cease dulling one of the most effective tools of modern industry—sound, constructive advertising.

The late Robert Lynn Cox, then vice-president of the Metropolitan Life Insurance Company and responsible for its advertising policy, once told me that an advertiser is in the position of a new arrival in a strange town. The newcomer wants to build a reputation for fair dealing, sincerity, helpfulness. His words at public meetings, card clubs, and social affairs correspond to the advertiser's copy. Then Mr. Cox turned to some advertisements.

(Continued on page 118)

Thorough Trading Area Coverage Through One Newspaper!



The Profitable Way to Sell Milwaukee

THE fact that The Milwaukee Journal offers the most profitable means of selling Greater Milwaukee has been substantiated again by an unbiased survey made in February and March by the American Appraisal Company for a Milwaukee department store.

The survey was conducted by means of personal calls in 10,860 homes throughout Greater Milwaukee. This check showed that The Journal reached more homes in this area than the other two Milwaukee papers combined, and that preference for The Journal was most pronounced in those districts where incomes are most stable.

Concentrate in The Journal and sell the reliable Milwaukee-Wisconsin market thoroughly and most profitably.

THE MILWAUKEE JOURNAL

 FIRST BY MERIT 

More than 400 National Accounts Use The Journal Exclusively

This Window Display Contest Drew 350,000 Replies from Consumers

Rumford \$3,500 Prize Contest Built Around Display Piece with Nameless Picture

WINDOW display is not ordinarily considered a medium for consumer prize contests, yet The Rumford Company, manufacturer of Rumford Baking Powder, found that it is possible to get 350,000 consumer replies from a window display in four months. Further than that, the company discovered that the contest idea enabled it to procure showing in many windows it would have been difficult to get into under other circumstances.

The display itself was quite simple. The centerpiece was a picture of a genial old gentleman reaching for a newly cooked waffle as he sat at the breakfast table. Beneath the picture were four lines of lettering and a picture of the package. A second piece, to be placed below the centerpiece, carried the legend, "Win \$1,000 for the best title to this picture. Details and entry blank inside or from The Rumford Company, Rumford, R. I." In addition, there were several other pieces having no mention of the contest that could be used in a general Rumford display.

Upon entering a store where the display was shown the consumer

received an entry blank describing the contest, showing the picture again and carrying a coupon for reply. There were 154 cash prizes as follows: First, \$1,000; second, \$500; third, \$300; fourth, \$200; and 150 prizes of \$10. The contest was limited to women, although any woman could send in as many entries as she cared to.

The company was surprised and pleased with dealer response to the idea. Retailers who have always been chary about devoting an entire window to baking powder alone saw the possibilities in the contest and its advantages in bringing women into their stores. Thousands of displays were used by retailers and a number of dealers reported that they had used the display two or more times. So great was the demand for entry blanks that the company was forced to print several million before the contest was completed. The company's salesmen also were enthusiastic about the contest, since it gave them an opportunity to employ a new twist in their sales talks and also to gain entree to accounts which had previously been considered difficult.

When the contest closed on



About 350,000 Entries in the Contest Were Received as a Result of Dealers Using This Display

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The Des Moines Register and Tribune

Announces the Appointment of

CHARLES J. FELDMANN

as National Advertising Manager

Mr. Feldmann was formerly with the Scripps-Howard newspapers' national advertising organization in New York, Detroit and Chicago.



sult of

April 30, thousands of replies had been received and a final check-up showed that the total number of entries was around 350,000. Many of the contestants went further than the entry blank. One woman, for instance, embroidered her suggested title on a large silk banner, while another built an intricate mechanism on which entry blanks were arranged in a kind of endless chain.

The company believes that there are several reasons for the success of the contest. First, of course, is the size of the first prize which, particularly in this year of 1931, appears exceptionally attractive. Second, was the choice of a picture which had great attention value and human interest. Third, was the fact that the contest was arranged to draw people into the retail store. This smoothed the way for the display's entrance into windows.

To Represent "Town and Country" in the West

Harvey G. Weiss has been appointed Western representative of *Town and Country*, New York, a Stuyvesant publication, for all territory except Michigan and Northern Ohio. He succeeds Robert H. Sanford and Rodman Hanson, resigned. Before becoming associated with The Stuyvesant Publications, Mr. Weiss was for eight years with the advertising division of the Chicago *Herald and Examiner*.

"Oral Hygiene" to Take Over "The Dental Digest"

Oral Hygiene Publications, Pittsburgh, have completed plans with the Dentists' Supply Company, New York, for purchase of *The Dental Digest*, which it will take over with the issue of January, 1932. In the interim the *Digest* will be published as usual by The Dentists' Supply Company.

Larger Appropriation for Luden

Luden's, Inc., Reading, Pa., is planning the largest expenditure for advertising in the history of the company for the coming year. The new appropriation, it is stated, will be 25 per cent greater than last year's.

Don King Again with Dunham, Younggreen, Lesan

Don King, recently with Gamble & Company, Chicago, has joined the copy staff of The Dunham, Younggreen, Lesan Company, advertising agency of that city, with which he formerly had been connected.

E. H. McHugh to Direct Hearst Magazine Advertising

Earle H. McHugh has been appointed general advertising director of the Hearst magazines, according to an announcement received from John R. Hearst, vice-president of the International Magazine Company, Inc. Mr. McHugh succeeds Eugene Forker who, as previously reported, has become publisher of the New York *American*.

Mr. McHugh has been with the Hearst organization for twelve years. He previously had been with the Fairchild Company. Shortly after joining the Chicago staff of *Motor*, he was appointed Detroit manager, later returning to Chicago as Western manager of that publication. Mr. McHugh then was advanced to business manager and, as other trade journals were added to the Hearst group, he became manager of them. As general manager of the business magazine division of the International Magazine Company, he has directed the advertising policies of *Motor*, *The American Druggist*, *The American Architect* and *Aromatics*.

Williams & Cunnyingham Add to Staff

John D. Driscoll, for eighteen years engaged in advertising agency work in Chicago and New York, has joined the Chicago staff of Williams & Cunnyingham, Inc., advertising agency.

Gates Porter is the new manager of the Williams & Cunnyingham radio department. Andrew Hertel has also joined the radio department. He was formerly radio editor of the Milwaukee *Journal*.

Erwin, Wasey Add to Staff

Sidney Willis, recently with the copy department of C. C. Winningham, Inc., Detroit advertising agency, has joined the staff of Erwin, Wasey & Company, Inc., New York advertising agency, in an executive capacity. He has also been with the Washington *Post*, the Chicago *Tribune* and the Baltimore *Evening Sun*.

William G. Zindel has also joined the Erwin, Wasey staff. He will make his headquarters at Philadelphia.

Will Direct Westinghouse Advertising

M. B. Lambert, assistant to the vice-president of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., will take over the general direction of advertising in addition to his other duties. This follows the resignation of J. C. McQuiston as general advertising manager.

D'Orsay Perfumes to Hanff-Metzger

The D'Orsay Perfumeries Corporation, Paris and New York, has appointed Hanff-Metzger, Inc., New York advertising agency, to direct its publication, radio and display advertising.

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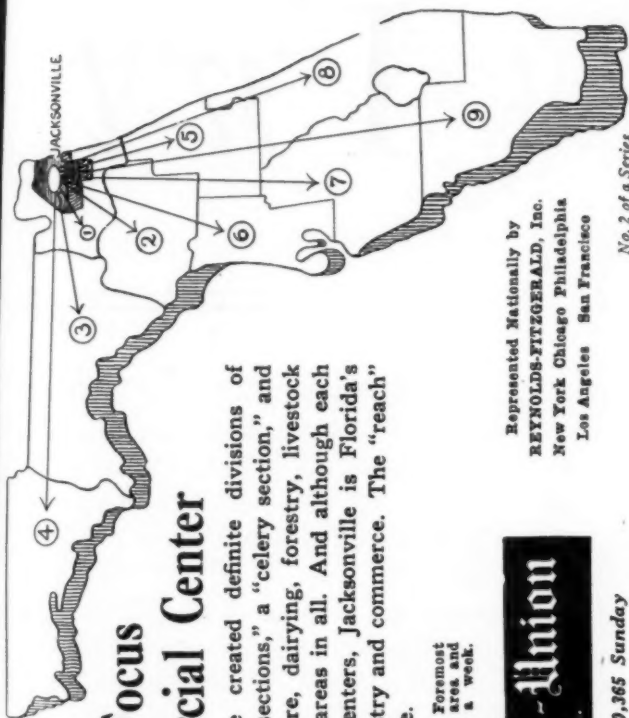
9 Population Areas Focus to Florida's Commercial Center

FLORIDA'S natural resources have created definite divisions of Population Area. There are "citrus sections," a "celery section," and areas specializing in general manufacture, dairying, forestry, livestock breeding, vegetable growing—nine such areas in all. And although each division has its numerous population centers, Jacksonville is Florida's focal point of banking, distribution, industry and commerce. The "reach" of Jacksonville is astonishingly state-wide.

Also state-wide is the reach of "Florida's Foremost Newspaper," penetrating every population area, and influencing consumer action—7 mornings a week.

The Florida Times-Union
JACKSONVILLE, FLA.

A. B. C. March 31, 1931 — 52,219 daily; 60,365 Sunday



Represented Nationally by
REYNOLDS-FITZGERALD, Inc.
New York Chicago Philadelphia
Los Angeles San Francisco

No. 2 of a Series

I n t e g

A great newspaper has the confidence of its readers because it is a faithful mirror of fact. Within its columns is no room for biased interpretation of the news. Whether it is concerned with events of world, nation, state or local interest, its principle is to deal squarely with truth as revealed in daily happenings.

Confidence leads to influence but both are lasting only when linked inseparably with integrity. Integrity, in turn, is not an achievement of a day, a week or a year. A reputation for integrity is earned only by steadfast adherence to sound principles throughout the life of a newspaper.

The depth and extent of the influence of a truly great newspaper are immeasurable. It becomes more than the running record of history. Because, in addition to the day's news, it offers entertainment, education, service, it finds its way into the innermost life of its readers, solving their problems, inspiring their thoughts and voicing their opinions.

In serving its readers, a great newspaper exercises a masterful control of good taste. Yet it never loses step with the trend of the times . . . always maintaining the youthful virility of its age. Its columns are barred to the objectionable. High-colored sensationalism finds no place in its pages.

egrity

readers become its responsibility to its readers in terms of the family. That same responsibility governs its advertising columns. Commodities and luxuries of the modern world—as set in advertising—are news to readers . . . frequently of greater import than the record of the day's events. Good taste demands a monitorship here as well, because reader confidence is all-embracing.

With such confidence a great newspaper is peculiarly fitted to the exigencies of present unusual economic conditions. By its readers find within its columns a buying guide of the day's greater values—advertised wares, whose integrity is without question and whose availability is an urge to possession.

Only through the great newspaper can the public be brought to an immediate desire to purchase and be informed the best to satisfy their needs.

THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

of a series of advertisements appearing in metropolitan newspapers



"I'll bet those
grapes are sour!"
... said the disappointed fox.

*2000 years ago Aesop pointed out
that things not reached by one method
may be easily had by another.
Often the missed grapes are sweet-
est.*

*If you've failed to sell the South-
west with national farm papers,
don't blame the market. The nation-
als have their weakest coverage in
Oklahoma and Texas.*

*Farm business down here is not
"sour grapes" for those who cultivate
the 200,747 Oklahoma Farmer-Stock-
man readers.*

THE  **OKLAHOMA**
FARMER-STOCKMAN
OKLAHOMA CITY OKLAHOMA

A Radical Selling Plan That Increased Sales and Profits in 1930

How the Oshkosh Overall Company Gave Its Dealers a Marketing Lesson on Meeting Chain-Store Competition

As Told to G. A. Nichols

By C. E. Wittmack

Vice-President, Oshkosh Overall Company

DURING the last two years the Oshkosh Overall Company has learned some basic facts about retail mark-up that now encourage us to make what may seem to be a radical and bold suggestion.

It is this:

The manufacturer, at the present critical juncture, should come right out in plain language and advise retailers to price goods in conformity with their need to get a satisfactory net profit on the store's stock *as a whole*, and not on the individual item.

Every producer knows, or should know, the relative position his merchandise occupies in the dealer's profit-making activities—whether it can properly and legitimately yield a large net profit, an average one, a small one, or none. He knows that retailers cannot expect, or even hope, to get the same standardized mark-up on all of the many items they sell. He should, therefore, co-operate with dealers to the end that his goods may have the best possible chance in the price classification where they logically belong—not where he would like to have them, perhaps, but where they are actually placed owing to a chain of circumstances over which he has little or no control.

What I am getting at here will be more concretely expressed, perhaps, if I tell briefly about the circumstances in our own business that caused us to learn the things referred to above.

Overalls, our stock in trade, are highly competitive merchandise. And, as I related in *PRINTERS' INK* on December 27, 1928, they must sell at a close retail price. Owing to the tactics of the chain stores in selling overalls of good grade on substantially a no-profit basis, the

general retail selling price on the item has been established at a low figure. The price is now more or less controlled by custom, and many dealers would fare poorly if they attempted to sell a standard, union-made overall at a figure large enough to yield a satisfactory direct profit.

Why, then, does not the dealer throw out overalls entirely and let the chain store have all of this kind of business? The answer is that if he were to do this he would lose a great amount of other business that the wearers of work clothing would give to the chain store when they called there to get the really superior values offered.

A Natural Loss Leader

An overall is a natural loss leader. It is a necessity, an article of daily wear, has no style changes and is bought with absolute regularity. It is, therefore, an item that the dealer must handle regardless of the price he can get.

What was the manufacturer—our own company, to be specific—going to do about the matter? Should we attempt to sell Oshkosh B'Gosh overalls—a nationally advertised, union-made, quality line—at a price low enough so that the dealer could successfully compete with the chain-store leader figure and still make his average net profit on every overall he sold? If we wanted to lose all our working capital in double quick time, that would be the thing to do. Such absorption would be economically impossible, even though there are some people who declare that independent retailers cannot compete with the chain because manufacturers hold them up on their buying cost.

On the other hand, should we

keep banging away at our dealers about the iniquities of price-cutting and let them know that we, the manufacturer, feel real grief when they do not realize the satisfactory individual net profit that the high quality of Oshkosh goods merits?

Should we refuse to sell the dealer our justly cherished merchandise if he would dare to sell it at a retail price lower than we knew it actually to be worth?

We took neither course. *On the contrary, we most emphatically advised our trade to sell Oshkosh overalls at a very close price*—a price low enough, superior quality included, to meet chain-store competition. We made plain to our dealers the place overalls had in the retail stock under the present merchandising set-up, namely, that they were leaders, and that the store should not attempt or expect to get much, if any, profit from them.

We brought out the point that it would be very wise tactics under the circumstances for the dealer to sell our overalls *at no profit at all*. This advice was based upon the thesis that wearers of work clothing are keen judges of overall values; that they will visit a store where they can get such a value and that the store then can gradually sell them more and more of their requirements in clothing and furnishings.

Two years have passed since this plan, the first general announcement of which was made in **PRINTERS' INK**, was put into effect. One of these years, as we all know, witnessed a period of severe business depression, thus causing our idea to be subjected to the acid test. That it has more than made good is evidenced by our own sales and profit record (the figures are given later) and that of stores large and small throughout the country.

It had some opposition in some quarters owing to the fact that we, the manufacturer, were taking our profit on the goods we sold and advising the dealer to sacrifice his profit on the same goods. Some dealers asked us if we were losing our minds. Did we think they were working for the Oshkosh

Overall Company without profit? If we were so keen about this thing why didn't we meet them half way and bear our full share of the loss? And so on.

We succeeded in showing a large portion of our customers that it was not the purpose of the plan to promote price wars on work clothing or to advocate ruthless cut-price sales at figures below actual cost. We showed them there was a fine distinction between using certain merchandise to attract desirable trade and the practice of haphazard price-cutting. We persuaded our trade that the idea is founded on the one thought of enabling the dealer to build consumer confidence in his store by maintaining, all-the-year around, extraordinary values on one item in his stock on which the consumer is capable of comparing values—a widely advertised, high quality, union-made overall.

We did not attempt to dictate the resale price. We merely advised that the dealer sell the overalls at a "close" figure, and that he should even go so far as to be satisfied with no profit. When the thing got under way and we noted the steadily increasing volume of orders from stores of all descriptions, we introduced economies into our operating system which enabled us to reduce our prices to the retailer and still make our usual percentage of profit, at the same time enabling him to offer still lower selling prices or to make a small profit in the place of none.

We practically abolished our sales force. At the present time, we have only three traveling men representing us in the entire United States. We put the thing up to our dealers, telling them that inasmuch as they knew Oshkosh quality there was no necessity of going to the expense of sending men to call on them. If they would be willing to do business with us by mail, we would turn over to them the savings we made in having no sales force. Many leading retailers greeted this idea with acclaim, and *during 1930 fully 92 per cent of our output was sold by mail!*

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cost has enabled us to make special quantity prices which were not practicable at all under the previous set-up. For example, a retailer who can handle 50 dozen of our overalls in a year is now able to buy them at \$15.24 per dozen in five-dozen lots. If he sells them at actual cost without reference to his overhead, as some dealers are doing, he can offer an amazing overall leader all the year through.

There are dealers, too, who add their selling cost to their invoice cost and thus come out even on the transaction. One rather small dealer that I know of—and his case is typical—is buying Oshkosh overalls from us in quantities that entitle him to a price of \$1.39. He sells them at \$1.49, and thus makes a little money, owing to the extremely rapid turnover which his low price creates.

How does it all work out in a profit way?

During 1930 we sold substantially the same number of dozens of overalls as in 1929, passing the 1929 figure by a small margin. This is, of course, a remarkable exposition of the soundness of the plan from our standpoint. Wearers of work clothing were among those hit the hardest by the depression and their purchasing power naturally went down.

And on this 1930 volume we made just about 5 per cent more net profit than was produced by a similar volume in 1929. The increase was due to our more economical selling methods.

Some of the dealers made a rather decent direct profit on their overall sales for the year, notwithstanding the low selling price, because of the extraordinarily rapid turnover. They made a direct profit even though such a profit was not an essential part of the plan.

But the big thing they did—and I have facts and figures to prove this—was in holding their work clothing trade against chain competition, thus retaining valuable customers for their stocks as a whole. They brought in new customers also. In this way they performed a valuable service looking toward the building up of their

average net profit to a satisfactory figure.

We honestly feel that we have accomplished something for these valuable customers of ours through our recognition of the way in which a store has to proceed in marking up its goods. And we kept up our own volume during a year of excessively bad business. We made a larger net profit than ever before—not much larger, but some. (By larger net profit I of course mean the number of dollars we gained and not percentages.)

It is our thought, therefore, that the manufacturer should intelligently and sympathetically co-operate with the retailer in this matter of mark-up. He should encourage the retailing of his goods in the price classification to which they logically belong. He should do this in full recognition of the fact that some goods, from the very nature of things, yield a large, even a fancy, net profit. And from this the dealer has to work down to moderate profits, small profits and no profits.

The dealer is after a satisfactory general average. The manufacturer necessarily must get a direct profit on his one line. He cannot fight ahead for the satisfactory general average as does the dealer because of his obviously limited offerings. He must sell his goods through the retail store and get a fair profit upon them regardless of what retail prices are charged.

But the dealer has to make a profit, too. Therefore the manufacturer whose goods can bring larger than the average net profit in a store should help the dealer sell them at that figure. The manufacturer whose goods yield lower than the average net should proceed likewise.

Bank Appoints Frazee

The Commercial Trust Company of New Jersey, Jersey City, N. J., has appointed Harold D. Frazee & Company, Inc., New York advertising agency, to direct its advertising account.

Helena Rubinstein to Hirsch

Helena Rubinstein, Inc., New York, toilet preparations, has appointed the Hirsch Advertising Agency, Inc., of that city, to direct its advertising account.

Back Up the Sales Contest with Ideas

BLUE VALLEY CREAMERY CO.
CHICAGO

Editor of PRINTERS' INK:

I wonder if you can tell us where we can obtain information about sales contests that have been successfully used by food manufacturers.

We are not so much interested in those which are run for several months but prefer to use a contest at our branch offices which would not extend over one or two months, and which is not too complicated.

We will appreciate any information you can give us.

BLUE VALLEY CREAMERY CO.,
L. W. FOSTER,
General Sales Manager.

SALES contests used by food manufacturers, and by manufacturers in a multitude of other industries, have been described in **PRINTERS' INK** and **PRINTERS' INK MONTHLY**. A typewritten list furnishing the titles of these articles, together with the dates of issues in which they appear, is available to readers who have access to a file of the **PRINTERS' INK** Publications. The list gives the titles of 75 articles.

The sales contest was not in high favor during 1930. A great many companies that had used this sales stimulating tool with some regularity permitted it to gather rust last year. Now it is coming back into managerial popularity.

There has always been a need, in planning a sales contest, to do more than merely create and maintain enthusiasm. Enthusiasm helps—it is an essential in selling success. But enthusiasm that is not backed by sales-making ideas is likely to be wasted on thin air.

Right here is where many sales contests fall down. In other words, they succeed admirably in the first job of the contest—arousing enthusiasm—but they fail to show the salesmen how to apply, how to direct, this splendid enthusiasm. As a consequence, it is no rarity to hear a salesman tell a retailer: "I wish you'd place an order for so and so many gross now; we've got a contest on and it will help me get in among the prize winners."

Of course, the blame for this sort of thing can be placed on no shoulders other than those of the management. It is up to management to follow up its hypodermic injections of enthusiasm with liberal doses of good, sound selling ideas. This is particularly important during the current year, when "please buy because it will help me win the contest" is hardly likely to keep the factory wheels humming.—[Ed. **PRINTERS' INK**.

Quigley to Publish New Hollywood Daily

Martin Quigley has completed plans for the *Herald*, to be published daily in Hollywood, Calif., beginning June 8. Editorial and advertising offices will be maintained in the Pacific States Life Building.

William A. Johnston, for many years editor of *Motion Picture News*, will be editor and Leo Meehan, newspaper man, former producer and director, will be general manager.

Irvington Varnish Appoints Street & Finney

The Irvington Varnish & Insulator Company, Irvington, N. J., has appointed Street & Finney, Inc., New York, as advertising counsel. Business papers and direct mail will be used in campaigns on the Harvel and Kap Seal products of the Irvington company.

E. H. Harris with Matteson- Fogarty-Jordan

E. H. Harris, formerly secretary and treasurer of the Morris-Harris Advertising Company, Chicago, has joined the Matteson-Fogarty-Jordan Company, advertising agency of that city, as an account executive.

D. J. Powers Joins M. Glenn Miller Agency

Don J. Powers, recently head of the public relations department of the Celotex Company, Chicago, has joined M. Glenn Miller, advertising agency of that city.

Seed Account to Thwing

The W. Atlee Burpee Company, Philadelphia, seeds, bulbs and plants, has placed its advertising account with Walter E. Thwing, Inc., New York advertising agency.

With Bankers Journal

H. Kenyon Pope, formerly with Bertles, Rawls & Jennings, has been appointed Western advertising manager at Chicago of the *American Bankers Association Journal*, New York.

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1. 2,000,000 Consumers
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4. High Standards of Living

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No. 4 of ten reasons why the Indianapolis Radius offers uncommonly advantageous sales opportunities.

High Standards of Living

A man's standard of living is most clearly reflected in his home. Fondness for a comfortable, convenient, well-kept home is a characteristic common to practically all Hoosiers. Indianapolis typifies the breadth of this inclination. While attaining industrial prominence, it has never lost its genial home atmosphere. An uncommonly large proportion of its residences are of the single dwelling type. Home ownership by all classes is definitely indicated by the presence in Indianapolis of 56 Building and Loan Associations with total resources of over \$100,000,000.

A market essentially home owning, is a market responsive to appeals of all merchandise that provides greater convenience, comfort and beauty... that contributes to a wider enjoyment of living. Such a market is the Indianapolis Radius.

Member of the 100,000 Group of American Cities

THE
INDIANAPOLIS NEWS
1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

DON U. BRIDGE
Advertising Director

Chicago: J. E. LUTZ
Lake Michigan Bldg.

IN BALTIMORE --- "THE SUNPAPER"

DEPENDABILITY—In Baltimore the word is synonymous with Home Delivery of The Sunpapers.

So popular is Sunpaper Carrier Service that in Baltimore and suburbs are hundreds of blocks where every occupied house receives Sunpapers. A few of these "solid blocks," with the Carriers who serve them, are shown here.

And there are also many hundreds more of blocks in which all but one or two houses receive Sunpapers by Carrier.

Yes, The Sunpapers go home to Baltimoreans. Which is but another way of saying that Baltimoreans are most readily reached through the advertising columns of The Sunpapers—morning, evening and Sunday.

THE SUNPAPERS in May

Daily (M & E) 295,63



THE SPERS GO HOME"....

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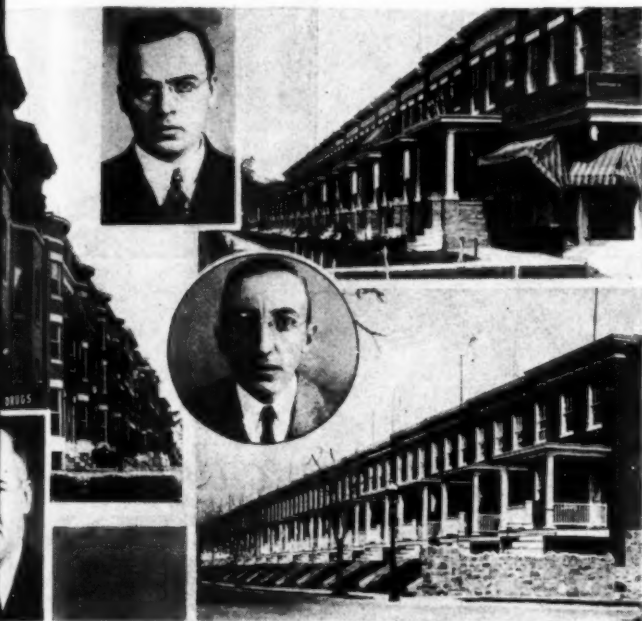
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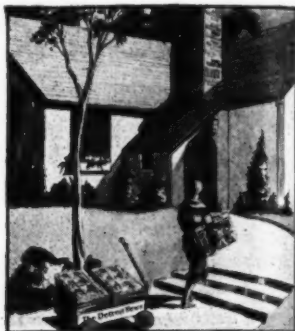
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New York

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

GUY S. OSBORN, INC.
360 Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Glenn Bldg., Atlanta, Ga.





76% *home delivered* CIRCULATION

WHERE your newspaper goes is surely as important as how many copies are sold. The Detroit News sells more copies than any other newspaper in Michigan, but that's just part of the story. The rest of the story is, where do these copies go? Over 76% of Detroit News circulation in the trading area goes into the home. To do this job The News has 4,500 newsboys who carry no other paper, 500 city sub stations and 100 trucks.

A survey of Detroit's leading department store's charge account customers shows The News in better than 90% of these homes. Another survey of 77,000 homes finds The News in four out of five English speaking homes either weekdays or Sunday. When your product must win the home purchasing agent in Detroit it certainly needs The News to sponsor it. Ask anyone who has had real experience in selling the Detroit market.

The Detroit News

New York
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago
J. E. LUTZ

Member 100,000 Group of American Cities

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WS
Chicago
E. LUTZ

The Chains Experiment with Packaged Meat

Bohack After a Year's Experience Is Now Servicing Fifty-one
Neighborhood Stores—A & P Also Trying Out Plan

By C. B. Larrabee

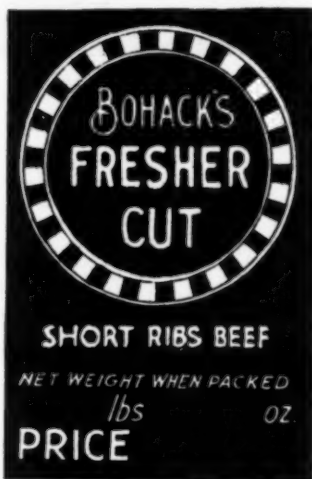
ALTHOUGH the selling of packaged meats, either fresh or quick-frozen, is still very much in the experimental stage, purveyors of this new type of food products are today much closer to the eventual solution of their problem than seemed possible two years ago. In fact one chain, H. C. Bohack Co., Inc., of Brooklyn, N. Y., has been able, after a year of work, to get its packaged meat department out of the red and comfortably in the black.

The Bohack plan is either intentionally or unintentionally, a direct answer to possible future competition from frosted meats. Because of the fact that this chain of more than 750 stores is closely concentrated in and about Brooklyn, there is not the necessity for frosting, since there is no reason why more than six or seven hours need elapse between the time the meat leaves the cutting room until it is in the store.

At the present time, Bohack maintains more than 250 markets of the ordinary type and in addition is servicing more than fifty stores with packaged meat. All meat used by the chain is received at the company's headquarters. That to be sold through the ordinary markets is sent out uncut to be cut up by the butchers as ordered by consumers.

The packaged meat, on the other hand, is cut in a central cutting room. Here is found the first extraordinary economy. In this cutting room there are fourteen employees, only four of whom are real butchers. It is figured that one butcher, working in a central cutting room and doing nothing but cutting, can handle about 1,200 pounds of meat an hour which is only a little less than the average poundage handled by a market butcher, who also weighs, wraps,

makes change, etc., in a week. The other ten employees in the cutting room do the wrapping in moisture-proof Cellophane, the weighing, the labeling, etc., and are paid on a



One of the Bohack Labels That Is Visible in Each Package Through the Wrapping

scale lower than that required by butchers.

The packaged meat is taken from the cutting room and loaded into the company's trucks for delivery to the various stores. A special hamper, cooled with dry ice, is used. The hampers are filled with cuts according to orders phoned in by store managers during the preceding day. The final control of an individual store's stock of meat depends upon the manager of that store—although the company watches his returns carefully and if they run too high, checks up to see where he can be helped in



Packaging the Cut Meat for the Various Bohack Stores

a better understanding of his store's needs.

The meat is sold in small refrigerated cases. These cases are placed, at present, only in the smaller stores whose location does not warrant a large market. No butcher is employed in such stores and the meat is handled by the regular store personnel just as dry groceries are handled. The clerk needs no extensive education in meat selling, since each package is labeled and marked with the contents, the weight and the price, this marking being done in the cutting room.

Chains vary in their estimates of the amount of gross sales necessary to conduct a meat department. One of the largest chains believes that a \$700 weekly gross is necessary, while others place the figure at around \$600. Bohack claims that it can operate a packaged meat department profitably with a gross of perhaps less than \$250 per week. This means that the packaged idea allows the company to place departments in almost any neighborhood store, even the smallest.

I have already mentioned the economy incident to employing butchers in a central cutting room to do cutting alone. This is perhaps the most striking economy in the whole plan, but there are others equally important from the chain's point of view.

It is claimed that central cutting gives better yields. Under the old-type market system, yields will vary greatly according to the skill of the individual butcher. In the central cutting room, however, the butcher is under careful supervision and also is given very thorough training in getting maximum yield from a carcass.

Perhaps the greatest waste in the selling of meat comes from the fact that different neighborhoods require different cuts. The better-class neighborhood will consume large quantities of the better cuts while the lower grade neighborhood will demand more of the stew and soup cuts. Thus the market is left with a certain poundage of unused meat which either spoils or is sold at a loss. Bohack has carefully spotted its packaged meat cases about its territory so that all classes of consumers are represented. Cuts are sent to the neighborhoods where the demand is and with cross-section distribution nearly all cuts are used. Bohack's returns, it is said, run about 2 per cent, although no meat is allowed to remain in a store more than forty-eight hours. The returns, since they come back in good condition, can be resold to restaurants, lighterage firms, etc.

According to figures prepared by a manufacturer who supplies equipment for packaged meats, there is an equipment saving of

Eleventh Year!

June finds the Chicago Evening American entering its eleventh consecutive year of circulation leadership in Chicago's evening field.

Once established, this leadership quickly grew to proportions which left no room for conjecture as to the definiteness of Chicago's preference for the Chicago Evening American over all other Chicago evening papers. The advertiser who gives the Chicago Evening American its earned dominance in his evening paper schedule in Chicago is doing the wise and safe thing by playing Chicago's own favorite.

CHICAGO EVENING AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

National Representatives:

RODNEY E. BOONE ORGANIZATION

about \$2,000 in the packaged department as against the regular market.

Another important factor in the success of the idea is that it allows the chain to work controlled inventory of its meat departments with reliable accounting records.

Finally, of course, is the advantage of a branded product. Bohack has created a series of labels which are carried throughout the line and is making every effort to make these labels stand for the highest quality meats.

As yet, of course, the experiment is still an experiment. Bohack admits frankly that for some time the packaged meat department was run at a loss but at present, according to an official of the company, the department is in the black with every indication that it will remain so.

The company is deeply interested in the experiment and is co-operating in every way possible with other chains. It feels strongly that packaged meat faces an obstacle in lack of consumer acceptance and that one of the best ways to get this acceptance is to have other organizations working on the problem and educating consumers to the advantages of buying meat in packages. Bohack is doing a great deal of work in getting Brooklyn consumers interested in packaged meats by means of advertising in its stores and also material distributed to homes.

There are still, of course, plenty of wrinkles to be ironed out. These are gradually being overcome and there is every indication that the packaged meat idea will be successful even though officials in one of the largest New England chains have stated on several occasions that they do not believe the idea can ever be worked out.

A & P has experimented with the idea in at least two cities, Philadelphia and Detroit. The Philadelphia experiment was not successful but experienced meat men believe that the failure was not due to the idea itself. In Detroit, the experiment is working out more favorably and is being watched with interest by other chains. Kroger is investigating the

situation with the idea of going into packaged meats extensively, and other large chains are looking into the possibilities of packaged meats, either fresh or quick frozen.

Finds "Multiple Seizures" Illegal

That the Department of Agriculture has no right to make so-called "multiple seizures" under the Pure Food and Drugs Act, except possibly in unusual cases where drastic action would be necessary for the immediate protection of the public, is the gist of a ruling which has been made by the Court of Appeals of the District of Columbia.

The opinion of the court was handed down in the case of National Remedy Company vs. Hyde, Secretary of Agriculture, et al., No. 5087. The appellate court, reversing the ruling of the Supreme Court of the District of Columbia held that the company was entitled to an injunction restraining Department officials from making multiple seizures of its product "B. & M. External Remedy" in several different cities, until such time as disputed questions of law and fact can be judicially determined.

Supreme Court May Rehear Indiana Chain Tax Case

The United States Supreme Court has agreed to entertain a petition for a rehearing on its decision upholding the Indiana tax on chain stores. The court will return from its summer recess in October when it will decide whether a rehearing is to be granted.

M. E. Goldman with Aitken-Kynett

Martin E. Goldman, formerly sales development and advertising manager of the R. M. Hollingshead Company, Camden, N. J., Whiz products, has joined the staff of The Aitken-Kynett Company, Philadelphia advertising agency.

T. C. Masson with "Harper's Bazaar"

Thomas C. Masson, who formerly covered the New England territory for *House & Garden*, has joined the New York sales staff of *Harper's Bazaar*. He will cover the New York city territory.

N. J. Wolcott Joins "The Farm Journal"

Nelson J. Wolcott has joined the Western advertising staff of *The Farm Journal*, with headquarters in Chicago. He was previously with the Western office of *Country Home*.

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and it doesn't quite square
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why don't you say to him
or her (whoever handles the
details of your printing),

**"try Charles Francis Press
on the next printing job"**

You have nothing to lose,
and you stand to win some-
thing, whether it be a money
saving or a sort of service
that may be quite new to you.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue

New York

. . . In Monday is SHOPPING

MAYBE Monday means soap suds and washing hanging on a line in some communities.

But in Boston Monday means stores full of eager, interested shoppers. Records of Boston stores prove it . . . especially department and furniture stores.

There's a real chance for making Sunday advertising do a job. Retail merchants don't guess . . . they *know* which local paper brings results.

In 1930 Boston department stores placed almost as much advertising in the Sunday Globe as in all other papers combined.

And the AAAA Survey shows the Daily Globe at least equal to the Sunday edition in "pulling" power.

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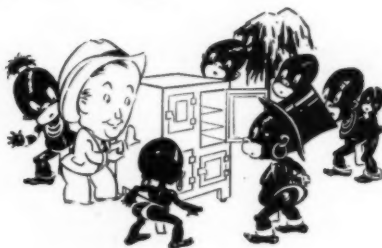
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N GLOBE

*Whether your product
sells Monday...or every
day...this paper reaches
your market.*



African natives don't buy Refrigerators



ON THE MAP, Africa looks like a hot shot for a good refrigerator, but a salesman would lose his shirt trying to sell the natives. Knowing this, refrigerator manufacturers direct their selling at the well-to-do whites in the principal towns and cities.

Shrewd advertisers are taking the lesson of the African market to heart and concentrating their sales efforts on Able-to-Buy families. Bulk buyers, who shop for price and place quantity

above quality, are forgotten, and sensibly so, for the cost of selling to this class eats up the profits.

The Portland Market Study exposes the fallacy of playing for volume alone. When you have seen it you will understand why one-half of Portland's people purchase 85 per cent of the advertised goods sold on the Portland urban market. And what is true of Portland is true of other cities. The Louisville Survey developed the same startling figures.

Advertisers who cannot see the Portland Market Study in person are invited to view it through the eyes of their Portland representative. The study, more comprehensive than the Louisville Survey, isolates the Able-to-Buy families.

The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER

New York

Chicago

San Francisco

Los Angeles

Seattle

Aspects of International Advertising

Highlights from Speech of Dr. Julius Klein, Assistant Secretary of Commerce, at Advertising Club of New York

THE frank admission of the Prince of Wales that American trade is pre-eminent in South American markets because of the result-getting efficiency of our advertising, perhaps is partly explained by the fact that United States advertisers spent fifteen million dollars in 1929 in Latin America to Great Britain's two million.

* * *

The age-old conservatism of the Far East and of many parts of Continental Europe is being shaken to its foundations by the awakening urge of entirely new aspirations.

In such a situation American advertising is presented with a truly unique opportunity and responsibility. Advertisers have a grave responsibility as spokesmen of our whole scheme of civilization.

* * *

As we march on in foreign markets our advertising leadership will encounter familiar problems which have confronted us here in recent years. They will meet again and again that haggard, threadbare argument that large-scale advertising means correspondingly enlarged costs to the consumer. The fallacy of that theory has been effectually exposed here; but the cost-cutting advantages of large-scale distribution as built up by vigorous advertising are not so generally understood abroad.

* * *

Every shrewd advertising counselor these days is ferreting out the less gloomy factors in the momentarily depressing export outlook. He is calling the attention of his principals to the fact that among the dozen or more commodities which registered a distinct increase in overseas sales in the 1930 depression as against the opulence of 1929 were numerous specialties conspicuous for their effective advertising campaigns. Among these

were automobile polishes, radio equipment, chewing gum, tobacco specialties, vacuum cleaners, trucks, shaving soap, motion picture machinery, electric refrigerators, and gasoline.

* * *

It is in the field of the tireless search for new markets, for outlets in small, hitherto ignored minor countries, and in the development of new methods of approach in the better known trade areas that success is likely to be won in the near future.

* * *

It is time to study fundamentals closely. Even the law of gravity is important, if your client is a maker of suspenders.

* * *

There is no such thing as the *status quo* in foreign trade or in any trade. Stabilization is only a nice-sounding word. Old Father Time has shaved off his long white beard, he has tossed off his comfortable but clumsy toga. He stands before us clad in shorts and sprinting shoes. Woe betide the man who hasn't realized the change in time!

Advertising Men and Wages

NEAR the end of his speech, given over primarily to a study of overseas marketing, Dr. Klein departed from his prepared address to talk to his hearers about wages. He pointed out since the primary function of most advertising was to make the masses of people want trade-marked products, advertising men of all groups should be opposed to the theory of horizontal wage cuts as a way to bring back prosperity. He gave three main reasons why horizontal wage cuts would be an unwise policy for business at this time:

1. Wage cutting not only de-

stroys buying power but hits consumer morale. Consumers are just beginning to step out into the buying field. This was evidenced by the volume showing of department stores for April. The best way to turn them back and induce them to bury their money in the old sock is to cut wages.

2. Wage cutting does not mean a reduction in the cost of the product at the retail counter. Wages, according to the census figures, average only 16.5 per cent of factory costs. A 10 per cent cut in wages results not in a 16 per cent reduction of cost but only 1.6 per cent, a small amount to try for at the cost of consumer morale.

3. The statement that the wage earner must take his share in deflation is erroneous. Real wages, money wages in relation to cost, never were inflated. From 1921 to 1929 real wages increased by only 13 per cent. During the same period value added by labor to the product increased by 72 per cent. In the same period dividends in industrials and railroads grew by 256 per cent.

Albert H. Dorsey Again Has Own Agency

Albert H. Dorsey, who formerly operated his own advertising agency in Philadelphia and who, more recently, was associated with the Dorsey & May agency, has organized the Albert H. Dorsey Advertising Agency, Inc. Offices are in the Bulletin Building, Philadelphia. Mr. Dorsey is president; Celia M. Fitzgerald, secretary; James A. Dalton, space buyer, and George S. Graham, copy chief.

Lambkin Sisters Set Up Own Business

Miss Mary J. Lambkin, recently with the Robert Keith Furniture Company, and her sister, Miss A. J. Lambkin, have established their own advertising business with offices in the Dierks Building, Kansas City, Mo. Both women were for several years with the Ferry-Hanly Advertising Company, Inc., of that city.

New Account to Hughes, Wolff

The Haloid Company, Rochester, N. Y., manufacturer of photographic papers, has appointed Hughes, Wolff & Company, Inc., advertising agency of that city, to direct its advertising account. Photographic magazines and direct mail will be used.

Acquire Ketchikan "Alaska Chronicle"

Ownership and management of the Ketchikan *Alaska Chronicle* has been taken over from the estate of the late Edward G. Morrissey, for twelve years its editor and publisher, by a group of Ketchikan business men and employees of the paper. Thomas K. Smith, who has been with the *Chronicle* for nearly ten years, has become manager and Roy Anderson, for many years managing editor of the paper, has become editor. In addition to Mr. Smith and Mr. Anderson, the board of directors includes M. J. Heneghan, Lester O. Gore and W. F. Schlothman.

Morgan-Todd Agency Changes Name

The Morgan-Todd Company, Mansfield, Ohio, advertising agency, has changed its name to The Morgan Advertising Company. John C. Morgan continues as president and manager. R. E. McCombs is an account executive.

S. O. Schweitzer, formerly assistant art director of The Firestone Tire & Rubber Company, Akron, Ohio, has joined the Morgan agency as art director. William C. Neu, formerly with The Nesbitt Service Company, Inc., and Fuller & Smith & Ross, Inc., Cleveland, has joined the Morgan company as contact man.

Houlihan to Direct Haynes Body Account

The Haynes Body Corporation, Grand Rapids, Mich., has appointed James Houlihan, Inc., Oakland, Calif., advertising agency, with a branch office at Grand Rapids, to direct its advertising. James Houlihan has become a member of the Haynes corporation's executive staff.

V. A. Irvine Joins Buckley, Dement

Victor A. Irvine has resigned as president of Irvine & Company, Chicago advertising agency, to join Buckley, Dement & Company, of that city, in a creative and contact capacity. He was at one time catalog manager of the American Wholesale Corporation, Baltimore, now a part of Butler Brothers.

New Radio Service at New York

Branham-Richmond-Marshall is the name of a new organization formed at New York for the purpose of preparing radio programs for food products. The personnel consists of Catherine W. Branham, John M. Richmond and Sally M. Marshall. Headquarters are at 24 Fifth Avenue.

Polaris to Churchill-Hall

The Polaris Co., Inc., New York, has placed its advertising account with Churchill-Hall, Inc. This appointment is effective June 30.

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ber of homes. That
is the *technical* aspect
of advertising.



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profit an advertiser to

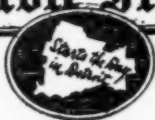
buy a lot of technical
“millines” and lose
the soul of his appeal
—which is the pocket-
book of the *buyer*?



YOU can safely en-
trust the business
of buyer contact in
Detroit to this news-
paper. And the actual
cost of reaching each
million dollars of
potential purchasing
power in this market
is less—truly less—
through The Free
Press.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

Montague Lee Again Heads Employing Printers

Montague Lee, of Lee & Phillips, Inc., has been re-elected president of the New



Montague Lee

York Employing Printers Association. E. F. Eilert, Eilert Printing Company, Inc., continues as chairman of the board of directors.

E. J. Aberle, Brooklyn Eagle printing department, is first vice-president, and E. D. Conklin, McGraw-Hill Publishing Company, is second vice-president. A. Stanley Graff, Lent & Graff Company, Inc., and D. Joseph Guiney, Federal Printing

Company, have been elected treasurer and secretary, respectively.

Directors elected for three years are: George T. Lord, New York Monotype Composition Company; F. G. Nolty, New York Evening Post job printing office, and Einar Schatvet, Guide Printing Company, Inc.

The following have been elected directors for one year: Charles J. Brodie, Adverttype Company, Inc.; Sol M. Cantor, Composing Room, Inc.; C. Frank Crawford, A. B. King & Company, Inc.; Leonard S. Downey, Redfield-Downey-Odell Company, Inc.; Eliot D. Moore, Moore Press, Inc., and John C. Powers, John C. Powers Company, Inc.

Holdover directors include: Two years: G. Frederick Kalkhoff, Kalkhoff Company, Inc.; I. Van Dillen, Bartlett-Orr Press, and George Whittaker, Stow-Whittaker Company, Inc.; One year: Robert Goldstein, Juvenile Magazine Publishing Company, Inc.; L. R. Watkins, Newcomb Printing Company, Inc., and Gregory Weinstein, International Press.

California Passes Model Capper-Kelly Bill

The State of California has passed the Capper-Kelly Fair Trade Bill in the language of the pending measure in Congress. This bill will act as a curb on misuse of trade-mark good-will as bargain bait in the State of California, regardless of the State of origin of the goods, provided only that the sale and transfer of title of the goods from vendor to vendee shall be a transaction completed within the State of California.

Death of H. J. Schiltz

Henry J. Schiltz, secretary of the John M. Branham Company, publishers' representative, died at Chicago recently. Mr. Schiltz had been with the Branham company at its Chicago office for the last nineteen years. He was thirty-five years old.

Hot Weather Means Cooler Sales

The Frigidaire Corporation, last month, stepped from the kitchen into the living-room and the private office where it is looking for parking spaces for a cousin to Frigidaire, the Frigidaire Room Cooler. A limited number were made and sold during 1929 for experimental purposes. Improvements have been made and the product is now ready for active merchandising.

Advertising has started in periodicals and a series of advertisements are scheduled for appearance in financial newspapers. Plans call for extension of advertising activity to open up markets in homes. Mechanical equipment is, in many respects, similar to the Frigidaire, the same type of coil being used through which air is blown.

Hearst Business Magazines Advance R. F. Gardner

R. F. Gardner, who has been assistant general manager of the Hearst Business Magazines, has been advanced to the position of business manager of this group, which includes *Motor*, *The American Druggist*, *The American Architect* and *Aromatics*. He succeeds Earle H. McHugh who, as reported elsewhere in this issue, has become general advertising director of the International Magazine Company.

Buys Control of C. W. Briggs Company

Louis Walton Siple has acquired control and become president of the C. W. Briggs Company, Philadelphia, producer of education projection slides. L. Warren Briggs and C. B. Carpenter, grandsons of the founder of the business, will still remain in active connection with the business. George M. Siple has been made secretary-treasurer.

"National Petroleum News" Advances C. L. Haskins

C. L. Haskins, who has been with the Western office, at Chicago, of *National Petroleum News* for the last three years, has been appointed Western manager.

E. V. Perkins has been transferred from the Cleveland to the Chicago office.

Walter Schwimmer, Vice-President, E. H. Brown Agency

Walter Schwimmer, for the last five years advertising manager of the Studebaker Sales Company of Chicago and the Chicago Pierce-Arrow Sales Company, has been appointed vice-president of the E. H. Brown Advertising Agency, of that city.

De Soto Advances J. J. Palmer

John J. Palmer, formerly assistant general sales manager of the De Soto Motor Corporation, Detroit, has been appointed assistant to the president of that company.

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★ When they indicate A STATE OF MIND...

Linage figures are important

We have never believed that space-buyers are rocked back on their heels by shouts about linage figures, or "FIRSTS."

But we do believe that linage figures are important when they indicate a *new trend* in space-buying—a new state of mind among local merchants.

For example, during May (compared to last May), the daily American made about a 50 per cent *increase* in local display while local merchants used *less* space in the two other standard size papers. Incidentally, department stores used *more* space in the daily American during May of this year than in 8 *months*—March to October—of last year!

That is definite evidence of the new feeling running through the minds of New York advertisers—that the American of today is a *new* newspaper—a *new* force in selling in this market. They sense that its changed make-up, its increased circulation, the very impressive way it is selling goods even for stores that never used it before, opens up a new approach to the pocketbooks of a large and very responsive group of more than 300,000 families daily and 1,200,000 families Sunday.

There's food for thought here for national advertisers.



New York American

Nationally Represented by PAUL BLOCK & ASSOCIATES

Helps for the Home Dressmaker





EATING for BEAUTY



By Jane Osborne

Baby's Beauty Diary




SLEUTHING for BEAUTY



By Sally Stewart

TODAY'S HOUSEKEEPING

New Ways with Food




Things You Can Make for a Baby




April Showers for the Spring Bright

The Pay Envelope



LOVE'S RECIPES

FOR GETTING THE MAN YOU WANT OR KEEPING THE MAN YOU HAVE



By Betty Bates

Solving Cooking Mysteries



By Anne Murray

Hollywood's Own COOKING PAGE



The Movie Colony's Favorite Recipes to

Christmas Gifts




A Colonial House Within Your Reach

Today's Housekeeping



Cleaning with Enthusiasm





Babies Must Learn to Eat



By Clara Mader

TODAY'S HOUSEKEEPING

Ten Best Salads

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Mary Marshall

**Director of Home-making Activities
and Editor of the Many Home Service
Departments of TOWER MAGAZINES . . .**

housewife, mother, widely experienced writer and adviser on home economics—her sympathetic knowledge of women and their interests is indicated in the extraordinary response our women readers make to her cooking, sewing, baby, beauty and other home articles and services as evidenced in . . .

21,626 orders for the patterns shown in the home-dressmaking page in the May issue shown in the upper left corner opposite—21,626 orders to date, each with money enclosed, and still pulling heavily—

24,774 orders, with money enclosed, in response to the Christmas gift page, upper right—

7,544 orders for the baby patterns, 3,085 for the brides—both

highly selective and paid for with orders—

Over 208,000 letters to date to the home service departments . . . about babies, budgets, food, fashions, furniture.

Home women these, who, if responsive to our food, health, beauty and home articles, will also be responsive to advertisements.

And have been—and are!
Please ask us.

TOWER MAGAZINES, Inc.

55 FIFTH AVENUE, NEW YORK

919 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

INTERNATIONAL MAGAZINE COMPANY, INC.

announces that

EARLE H. MCHUGH

has been appointed

General Advertising Director

of the Hearst Magazines.

MR. MCHUGH succeeds EUGENE
FORKER, who was recently made Pub-
lisher of the NEW YORK AMERICAN

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What Groucho Says When He Makes a Speech

Being Part of the First Speech Ever Delivered by Groucho in Person*

NOW remember, I'm talking about agency ad men, the kind I know most about and I'm gonna give you two word pictures of 'em. Take your choice.

We're gonna pass up two kinds of ad men, advertisers and publishers. They don't count so much as ad men, they're business men. Oh, yes, you bet, business men are funny, too, but we haven't got the time now to laugh about everybody who's funny.

Here are the two pictures of the ad man.

I. A brilliant plan man and writer.

Gifted with second sight, can see just what ideas will sell goods, can devise just the right slogan and story. Not only that, can tell a client how much money he should spend to put it over. Doesn't have to dope it out, was just naturally born that way.

Has a sense of caution? I'll say he has, but it works only one way.

He needs a sense of caution in one direction—namely, to warn the client he must keep up his advertising for at least five years so as to give his experiment a fair chance. Be robbery if he stuck his client for a million for one year and it didn't work. Million each year for five years is different whether it works or not—ask any agency Gent. Treas.

He knows what copy is good, what sizes of space are right and just what media are the best and why. Again I say—he's born like that.

Above all, there is no argument open when he talks. He knows his onions, and he knows they have both vitamins and smell. He can tell a sales manager just how to manage salesmen, the principal thing being to let them all have portfolios of the ads and give the dealer the delight of seeing them. All dealers love pictures.

About the only question he will admit to be open to argument or doubt is whether to have all these ads in a book or on a long piece of cloth which he folds up like an accordion, then opens up and drapes all the way around the room with gorgeous effect. No dealer is tight enough to buck that.

To make this first picture of the ad man more vivid, I'll add a few descriptive nouns and adjectives about the ad man. He's great on adjectives himself.

- (1) Wizard of Promotion.
- (2) Beacon Light of Business.
- (3) Dictator of Destiny.
- (4) Person of Purposeful Punch.
- (5) Advance Agent of Profits.
- (6) Broadcaster of Business Blessings.

II. Negative Aspects of a Positive Nut.

This picture of a nut is also a picture of the same ad man. Knows a very little about a lot of things. Not much about any of 'em. Wouldn't dare to. But don't get the idea that slows him up.

For example, he knows a chair is something to sit in. If he knew anything more about a chair he couldn't write those wonderful ads, nor could he persuade a furniture maker, whose profits are all the way down from \$100,000 a year to \$20,000 worth of red ink, to embark on a three-year campaign at \$300,000 a year. It's been done and successfully. There's no rabbit and hat trick to beat that, and it takes a nut to do it. If he's careful, he's lost.

He knows a chair is to sit on, but does he say so in an ad? Not he. He researches chairs and finds that the first chair was a throne. Big idea! All Americans are kings in their own right and he sells thrones instead of chairs. Appeal to pride, see?

He's boss and slave of the same man, his client. He'll buy theater tickets for him, stay up late to play with him, get him favors at

*Delivered at a dinner of the Triad League of New York University.

the best hotels, put him up at the best clubs, buy socks for him, let him win at golf, lose to him at bridge (which he doesn't like to play), send Christmas gifts to his kids, grovel when he comes in, give him free investigations and sales budgets, and yet he'll bulldoze him into spending that \$300,000 a year for advertising, even when he hasn't got the three hundred thou. Nobody but a nut can do all that either.

Our ad man loves to be called a live wire, or a human dynamo. He gets these epithets by bustling about vigorously. He may do this in the way a grasshopper does or the way a setter dog does. These two methods are different, but both the pup and the grasshopper are after food.

He knows a little about, well, let's say fifty things. If he knew more than that he'd be handicapped by sense and caution, then he'd be just a business man.

On the other hand, the client, this chair maker, has got to know about 50,000 things and know them well in order to have the \$300,000 for the ad man to spend.

But our ad man doesn't make the mistake of knowing too much about any of these fifty things.

He knows the price of a page in the *Post*—also of fifty-two double spreads.

He knows the names of General Motors, General Electric and General Foods. It makes an ad story sound better to talk about General Something. He knows the word "conscious," as in soup-conscious, vacuum cleaner conscious, fresh eggs conscious, etc. He knows that 15 per cent of a million dollars is \$150,000 and that if he brings that into the agency for a five-year tryout he ought to get a good salary himself, yes, a blamed good salary. Figure it out yourselves.

He knows that a dealer likes to handle goods which sell themselves easily, and that if he's hounded twenty times a day asking for Jones' Breath Killers he may take 'em on, provided the twenty all refuse to take Smith's.

There's five of the fifty things which he must know. He has quite

a latitude of choice as to the other forty-five, provided none of them is humorous. A sense of humor would ruin him, cuz it goes right along with a sense of balance. Oh sure, he's gotta be able to laugh. His client may be witty.

There's no sense of balance in advertising. When a thing balances, it is over with. Liquidation is the last thing the ad man wants and balancing is liquidation.

The statistician knows that curves which go up also sometimes go down. Not so the ad man. He wants to climb a step-ladder to see the top of the next year's curve.

When an ad man, say from forty-five to sixty years old, begins to get educated he is apt to get out of the ad business. Then he likes to tell others all about it.

Stand by with me and look at the faces of the ad men as they pass by. They look worried, but often they are pleasantly worried, wondering whether that profitable million appropriation will be raised to a million and a quarter or some nice thing like that. See that busy little fellow who seems to be washing his clean hands? Why that's the traditional gesture of a butler waiting for orders or a table waiter or manservant. All ad men have it.

Look, this one is hustling to the public library. He's got a new fig account to advertise. He thinks he's got to learn all about figs before tomorrow morning. He'll go to the art section of the library and ask to see all the authentic pictures of the Garden of Eden. He's a modest little chap and he's worrying quite a good deal as to whether a fig leaf is an adequate covering for a nude body.

But, you may ask, shouldn't he learn all about the dietetic, cathartic and vitamine facts regarding figs? Not he. His firm has an expert who'll do all that research for only \$500 of the client's money.

Here's another ad man signing checks. It's the eighth of May and he persists in dating them the first of August. No, he's not trying to predate them. It is the first of August to him because he's hus-

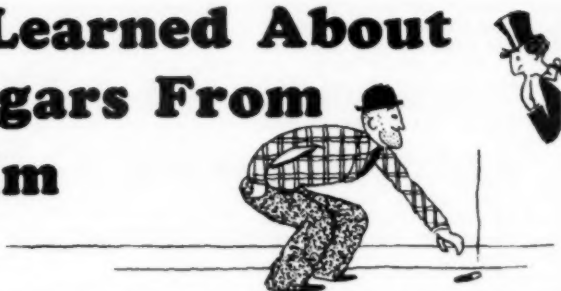
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I Learned About Cigars From Him



C'mon and sit down a minute. I've got a confession to make. Imagine, if you can, big, broad-minded me stepping down into the gutter. (Gosh knows, my head is bowed in shame as I tell you this story.) Here's how it happened:

Every now and then, some unexplainable urge takes me to other places than Media Records to find valuable figures to exhibit to Examiner space buyers. Yesterday, during one of these researching expeditions, I ran across an old knight of the road spearing cigar snipes. Here, said I to myself, is a real chance to get the low-down on the cigar picture in dear old Los Angeles. So I ups to him and says: "Brother, how's pickin'?" "Pretty good," says he. "Trade's pickin' up, and, by gar, there seems to be an increase of Philadelphia Hand-Mades; they're pretty darn stubby, too." That's what I call the real low-down on cigars, Mr. Newman. Jack Snyder ought to feel mighty pleased to hear that. Good judgment on your part that the Philadelphia Hand-Made morning campaign is running exclusively in the good old Los Angeles Examiner. Good judgment, say I, because Jack knows that The Examiner has the largest morning and Sunday circulation in the West. Dominant, argument-proof. What more could you ask of a newspaper? Brother, how's pickin'?

**LOS ANGELES
EXAMINER**

Put Your Message Before the Moderns

ting layouts and plates to catch the August issues of the magazines. He never knows what the present date is. His secretary has to.

What's the point of all this? Don't you see? The big point is that the ad man is able to sign checks.

Timid as to himself, bold as a lion as agent for his client. He scorns the products which a rival house advertises. He has filled his own house with things his own firm advertises. One of his accounts is the Sparkler Ginger Ale. All other ginger ales are terrible; he must have Sparkler for breakfast, lunch and dinner. If he dines at the Plaza-Fritz, he shouts for Sparkler. If they don't have it, he expresses his opinion of a hotel which pretends to be first class and doesn't carry Sparkler. He has been known to make such awful rows over not being able to get Sparkler or another client's canned spinach that cops have been called to take him away and let the merry conduct of business go on, while the uninspired public buys what it pleases.

* * *

And so we might go on for hours with exaggerations of only a per cent or two if any.

How do you like him? That's what you students of advertising are working to become.

Now, maybe I'm wrong about that. You may think you are working to be business men in advertising, which is quite another thing. Though, in his funny way, as I have so tenderly intimated, the business man is quite as funny as the ad man.

The ad man is funny because people are funny and he is very much people. Be nice to him, he's prosperity's hard working messenger boy. Be him yourself if you think you want to after this.

GROUCHO.

With Kuhn Agency

Hilmar B. Grondahl, formerly with the sales and production departments of radio station KOIN, Portland, Oreg., has joined the Randolph T. Kuhn Advertising Agency, of that city, as account executive. He will supervise all radio advertising.

Commends Inquiry Analysis

LEHN & FINE, INC.
NEW YORK, MAY 21, 1931.

Editor of PRINTERS' INK:

I want to congratulate you on your article in PRINTERS' INK of May 21, "An Analysis of 300,000 Inquiries." It is an extremely interesting study of an unusual campaign and I know that it will be read carefully by everyone who sees your publication.

I was particularly interested in the statement regarding the loveliness appeal—as being more effective than the cleaning appeal, because of its bearing on some of our own products.

W. D. CANADAY,
Vice-President.

Pluto Moves to Chicago

The French Lick Springs Hotel Company, French Lick, Ind., Pluto Water and French Lick Salts, has transferred its sales headquarters to Chicago, where it will be located at 318 West Randolph Street. Hal Johnson, recently appointed director of sales and advertising, is in charge of the new office.

Appoints Tynion Agency

The Diepress Company, Inc., Cazenovia, N. Y., has appointed David A. Tynion, Syracuse, N. Y., advertising agency, to direct its advertising account. Business papers and direct mail will be used.

New Business at Spokane

Loring Overman, formerly with the Carl W. Art Advertising Agency, Inc., Seattle, has formed an advertising business, under the name of the Overman Advertising Agency, with offices in the Jones Building, Spokane.

Appoints Boyd Agency

The Fluor Construction Corporation, Ltd., Los Angeles, engineers and manufacturers of cooling tower equipment, has appointed the Boyd Company, Los Angeles advertising agency, to direct its advertising account.

Join Hudson Agency

J. L. Schiffman and William H. Saul, both formerly vice-presidents of the Metropolitan Advertising Company, Inc., New York, have joined the Hudson Advertising Company, of that city, as vice-presidents. They will continue to specialize in financial advertising.

R. N. Reardon Joins Baird

Richard N. Reardon, typographic consultant, has joined the staff of the Harry Baird Corporation, Chicago, advertising typographer.

Now Salley & Collins, Inc.

Swenarton, Salley & Collins, Inc., New York printer, has changed its name to Salley & Collins, Inc.

**Out here perhaps
one whoppin' big
newspaper can
alone give you
what you want
from this whoppin'
big territory—**

Exclusive of San Francisco, there are 129 cities and towns in central and northern California. Their population totals 1,200,000. The San Francisco Sunday Examiner provides a 70% coverage of these families. And this *additional* to its 96% family coverage in the city!

**San Francisco
SUNDAY
Examiner**

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BETTER HOMES

The Gardened Home



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UT THAT YOU CAN SATISFY!

APPETITES like these don't grow on druggists' shelves. They bud and blossom only in Nature's Great Outdoors. Garden-grown appetites, indeed! Appetites worth a king's ransom—yet appetites that money can't buy!

The man whose garden lies close to his heart *works* at it because it's *play*! By some mysterious alchemy of Nature, earth and hoe and rake and trowel merge into magic. Magic that sharpens man's quest for life and his zest for *food*!

Take the scene pictured on the opposite page—multiply it 400,000 times and you have just a "taste" of the vast food-market presented by Better Homes & Gardens. Here is not only the fastest growing non-fiction monthly in America but the *one* magazine edited exclusively for the *gardened home* family.

That means a home where appetites *are not coaxed but catered*; where there are more mouths to feed per family and more meals at home; where cooking is not a chore but a natural habit; where food is a *family* problem—not a "delicatessen" affair.

The gardened home is *more* than a badge of pride. It is a badge of *buying power*. Ask Mr. Alert Grocer who his best customer is. He'll say, "Give me the home-owner!" In other words—

"Give me the sturdy, substantial folk who welcome Better Homes & Gardens into their homes and hearts... 1,400,000 families strong in city, town and suburb... 85% of whom *own their own* homes... wholesome, virile Americans who not only have appetites that money can't buy but have the money to satisfy them!"

ES & GARDENS

Home
Better Market
for
**BETTER
FOODS**

REPORT

May 1st, 1931

ON: RESULTS of Exclusive Post-Intelligencer Advertising for the First Quarter of 1931

Without exception, all of the National Advertisers using the Post-Intelligencer Exclusively, in Seattle, report a gain in Sales Volume for the First Quarter of 1931.

This is conclusive proof that the Post-Intelligencer reaches *most Effectively* and economically, the Families in Seattle who have the Greatest Ability to buy *Advertised Products*.

*Half a Million Facts on the Seattle Market Are Available
Through Our National Representatives*

SEATTLE POST-INTELLIGENCER
A MILLION MODERNS IN THIS MARKET!

W. W. CHEW, 372-6 Madison Ave., New York City A. R. BARTLETT, 3-129 Gen'l Motors Bldg., Detroit
J. D. GALBRAITH, 612 Hearst Bldg., Chicago SLAYTON P. LeDUE, 623 Hearst Bldg., San Francisco

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And Now the Trade Commission Is Told: "Thou Shalt Not"

The Supreme Court Rules That the Commission's Jurisdiction Over Advertising Has Definite Limitations

THE Federal Trade Commission has told some hundreds of companies "thou shalt not" do this, that and the other thing. In fact, it has issued so many "cease and desist" orders that, as in the case of a dog biting a man, these rulings are seldom news.

But now, in a manner of speaking, the man has bitten the dog. In brief, the Federal Trade Commission has been instructed "thou shalt not" and by no less a body than the Supreme Court of the United States!

The case is looked upon in certain quarters as being a momentous affair. Some authorities claim that it may lead to special legislation in Congress planned to broaden the Commission's power (a bill with that end in view has already been introduced). Others believe it may lead to the creation of a special Federal bureau that will have powers of censorship over advertising.

For those who want the full legal details, the case is known as: Federal Trade Commission vs. Raladam Company, Supreme Court of the United States, No. 484, on writ of certiorari to the Circuit Court of Appeals for the Sixth Circuit. The opinion of the court was unanimous and was delivered by Mr. Justice Sutherland on May 25.

The action had its genesis in the commendable desire of the Federal Trade Commission to eliminate unfair advertising. In this campaign, the Commission has proceeded not only against those whose advertising unfairly competed with competitors, but also against advertising which, while it may have resulted in no public good, at the same time did not damage competitors.

For example, when the Commission ordered a company to "cease and desist" from advertising the fact that it was a manufac-

turer and sold at factory prices, when actually the company was not a manufacturer, it obviously was acting to prevent unfair competition.

But when it ordered an advertiser of a cancer cure to "cease and desist" it was natural to ask: Against what trade factor is the cancer cure advertiser competing unfairly? And, if there be no such trade factor, has the Commission any jurisdiction?

These may seem the sort of legal questions over which lawyers delight in quibbling but which are of no practical import. After all, a cancer cure advertiser is perhaps a worse blot on humanity than the disease itself.

But the Federal Trade Commission is a creature of Congress. It was given certain powers. Beyond those limits it may not go. Granted that its intentions have been of the best, the Commission has undoubtedly shown decided tendencies to stray from its proscribed pastures.

In this particular instance, it has been contended not only by outsiders but even by at least one member of the Commission that Congress had in mind limiting the activities of the Commission to cases involving unfair competition in trade and that cancer cures do not fall in this classification. Nevertheless, the Commission—ably supported both vocally and otherwise by Commissioner and former chairman W. E. Humphrey—has proceeded against unfair advertising of all types. Mr. Humphrey has let it be known that in 1930, the Commission's activities resulted in the elimination of millions of dollars of fraudulent and fake advertising.

One of the advertisers at whom the Commission aimed a "cease and desist" order is the Raladam Company. This company makes Marmola, an obesity remedy. The Commission charged that the ad-

vertising of Marmola contained false statements and claims—to the injury of the purchasing public. The Raladam Company elected to fight the Commission's ruling. The case came up before the Circuit Court of Appeals. Here a decision was handed down that was severely damaging to the Commission's contentions concerning the scope of its powers.

Said the Circuit Court: It has not been proved that the Raladam Company is competing unfairly with anybody. Therefore, said the Court, regardless whether the remedy may or may not be harmful to certain people; regardless whether the advertising may be false, misleading or downright fraudulent, the Commission has no jurisdiction.

The Commission, in turn, elected to carry the case to the Supreme Court. This Court declined to review the legality of the specific acts charged against the Raladam Company. It decided to consider only one question: The jurisdiction of the Commission in cases of this kind.

In commenting on this development, PRINTERS' INK said, on November 13, 1930: "There is every reason to expect that, for the first time, the business world and the Federal Trade Commission itself will be told, in precise terms, by our highest judiciary body, how far the advertising censorship powers of the Commission extend. The decision will be a highly important one both to business in general and to advertising in particular."

Court Defines Powers of Commission

That prediction has been thoroughly borne out. The decision of the Supreme Court clearly and definitely demarks the scope of the Commission in matters of advertising censorship to this extent: It declares, in effect, that the Commission is empowered to proceed against unfair advertising *only where that advertising constitutes unfair competition in interstate commerce*. Obviously, in order to have unfair competition there must be competitors who are dam-

aged. In the Marmola case, said the Supreme Court, unfair competition was not proved and, therefore, the Commission has no jurisdiction.

Said the Supreme Court:

"Findings, supported by evidence, warrant the conclusion that the preparation is one which cannot be used generally with safety to physical health, except under medical direction and advice. If the necessity of protecting the public against dangerously misleading advertisements of a remedy sold in interstate commerce were all that is necessary to give the Commission jurisdiction, the order [directing Raladam to cease and desist] could not successfully be assailed. But this is not all.

"By the plain words of the act (the Federal Trade Commission Act) the power of the Commission to take steps looking to the issue of an order to desist depends upon the existence of three distinct prerequisites:

"1. That the methods complained of are unfair;

"2. That they are methods of competition in commerce;

"3. That a proceeding by the Commission to prevent the use of the methods appears to be in the interest of the public.

"We assume the existence of the first and third of these requisites and pass at once to the consideration of the second."

In other words, said the Supreme Court, the question is: Are the methods used by the Raladam Company "methods of competition in commerce"? If they are not, then the Commission has no jurisdiction.

Continued the court:

"It is obvious that the word 'competition' imports the existence of present or potential competitors, and the unfair methods must be such as injuriously affect or tend thus to affect the business of these competitors. . . . If broader powers be desirable they must be conferred by Congress. They cannot be merely assumed by administrative officers, nor can they be created by the courts in the proper exercise of their judicial functions.

"Findings of the Commission

Something Has Happened In PITTSBURGH

For the first four months of 1931, the Sunday Sun-Telegraph has published 54.0% of all department store advertising carried by Pittsburgh Sunday papers. Four of the five large downtown department stores which consistently use Sunday advertising, have used more space each month with The Sun-Telegraph than with the Press.

Figures by Media Records and
exclude only lineage in Press
"Stuffer Section."

Times Have Changed in Pittsburgh

THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

justify the conclusion that the advertisements naturally would tend to increase the business of respondent; but there is neither finding or evidence from which the conclusion legitimately can be drawn that these advertisements substantially injured or tended thus to injure the business of any competitor or of competitors generally, whether legitimate or not.

"One of the facts necessary to support jurisdiction (of the Commission) to make the final order to cease and desist is the existence of competition, and the Commission cannot, by assuming the existence of competition, if in fact there be none, give itself jurisdiction to make such an order. If, as a result of the inquiry, it turn out that the preliminary assumption of competition is without foundation, jurisdiction to make the order necessarily fails, and the proceeding must be dismissed by the Commission.

"The decree of the court below is affirmed."

And so it comes to pass that, as the law now stands, the Federal Trade Commission finds itself restricted with regard to certain of its activities concerning current advertising. As late as May 28, the Commission announced that the publisher of a newspaper had agreed to discontinue printing advertisements of a company selling so-called lucky stones, charms and sex books. This action is one of hundreds which the Commission has instituted against publishers and advertising agencies. Under the language of the Supreme Court decision, it would appear that some of this work will be interfered with for, as in the case of lucky stones, charms and sex books, it will frequently be difficult to prove the existence of unfair methods of competition in interstate commerce.

On the other hand, it may prove to be only a temporary lull, should Congress get busy and provide the necessary power to the Commission or give birth to a new bureau. To the advertising industry, the road is clearly marked: It must redouble efforts to clean house or some unwelcome brooms may be provided by Uncle Sam.

To Award Another Shuman Trophy

What newspaper will possess this trophy two weeks hence? It will go to



vidual who created the winning campaign.

Award of the trophy is an annual event at the association's conventions. A. L. Shuman, of the Fort Worth *Star-Telegram*, provides both awards and has been doing so for five years.

the newspaper that has executed the local sales idea, newspaper advertising feature or local campaign, deemed best by the judges who will make their choice known at the convention in New York of the Newspaper Advertising Executives Association. In addition to the trophy, which will be presented to the winning newspaper, there is a check for \$100 which will be presented to the individual who created the winning campaign.

New England Maker to Advertise New Product

The United States Bobbin & Shuttle Company, Manchester, N. H., is manufacturing a new product known as the U. S. Pak-Carrier, a wooden frame carrier made to fit the back. The new product will become a permanent addition to the company's line, serving to diversify its production. Sporting and outdoor magazines and direct mail are being used to advertise the Pak-Carrier. Sales offices are maintained at Providence, R. I.

Appoint Littlehale-Burnham-Rossiter

Dolly Gray, originator of semi-made dresses, The Hotel Beverly, and the Perma-Tee Corporation, golf tees, all of New York, have appointed Littlehale-Burnham-Rossiter, Inc., advertising agency of that city, to direct their advertising accounts. Women's magazines will be used on the Dolly Gray account, newspapers and magazines on the Hotel Beverly account and magazines on the Perma-Tee account.

Leonard Isear, Publisher, "Midtownner"

Leonard Isear, formerly advertising and sales promotion manager of Wise Shoes, Inc., New York, and, before that, with the Lawrence Fertig Company, Inc., of that city, has founded a publication at New York to be known as the *Midtownner*. The new magazine will cater to the residents of the upper midtown section of the city. Mr. Isear is publisher. J. B. Geismar is editor and J. B. Weill, advertising director.

SUCCESS

DOES

follow

SUCCESS



RADIO dealers in Cincinnati have been very successful in their merchandising. Quotas have been maintained, radio sets are moving and the cash registers ring. Sales continue with the aid of Cincinnati's greatest result bringing medium.

The Times-Star during the first four months of 1931 carried 29.74% more radio lines than all other daily papers combined; 83.04% more radio lines than the second paper, and 345.51% more lines than the third paper.

In Cincinnati The Times-Star is the leading merchandising medium and actual sales constantly verify the fact.

THE CINCINNATI TIMES-STAR

HULBERT TAFT

President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York



Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Avenue
Chicago

MEMBER OF A.B.C.—100,000 GROUP—MEDIA RECORDS

Talk to a crowd that

AN OPEN LETTER TO THE CLEAR-THINKING
BUSINESS MEN OF AMERICA . . . Sixth of a Series



(Check this statement a year
from now)



It is no news to good business men that sound and well-timed sales promotion pays good dividends. The real puzzles are—how to be sure of soundness and how to be ready at just the right time.

Looking ten years back and ten years ahead, THE LITERARY DIGEST here states its conviction that the day of the new prosperity-builders is at hand . . . that careful cultivation now will produce golden fruit in the very near future . . . that those businesses that decide to accept the new day and climb will move steadily up, and up.

The wise advertiser today will choose his audience with greater care than ever. He must find people of steady, substantial income and advancing

standards. He must find people of inquiring, intelligent mind. He must pick customers who are ready to buy and able to pay—*now*.

THE LITERARY DIGEST has grouped a large audience of responsible families of this type. Reading matter seeks its own level, and the editorial content of the DIGEST interests progressive people only. This is an essential magazine of affairs, for men of affairs—one that hits the corner and misses the trifle.

How do we know that those responsible readers are also responsive? *Because the DIGEST sells itself by advertising.* Millions of mailings are sent to telephone homes, pointing out the DIGEST's interest and value. At intervals, the DIGEST's national polls on matters of national interest attract additional



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readers. News broadcasts by radio six nights a week bring in many more. . . . Increasing thousands who have proved by purchase their readiness to look, listen and react to the advertising of things worth while.

To the DIGEST, the economic upset has shown once again that plenty of people continue to buy through thick and thin—that sales are always waiting for those businesses that travel the broad, straight road.

Subscriptions to the DIGEST are sold on the one-year plan. And more DIGESTS were bought in 1930 than in 1929. The records show a weekly average increase of 77,000—and for the first half of 1931, an

increase of more than 100,000 over the guaranteed 1,400,000.

Talk to this *responsive, even-keeled* public. Tell why to want and get your product, why to accept the service you offer, why to *do it now*. . . . And do it now. Next year's sales curve must swing toward the sky.

"SOUNDING BOARD OF AMERICAN OPINION"

"THE LITERARY DIGEST is known to students of the publishing business as the sounding-board of American opinion. No other periodical in history has held a similar place. Time after time, its finger laid on the pulse of the people has been the one true index of national sentiment."



THE LITERARY DIGEST is close to the life of the times, offering immediate national publicity to the advertiser who has a message of immediate national interest. It goes to press only seven days before delivery—thus having the speed of a weekly newspaper, plus its power as the leading news magazine.

The DIGEST enters the best mil-

lion homes with telephones, a market which buys two-thirds of all advertised commodities—and buys them first. The DIGEST reaches 36% of all families with incomes of 10,000 and up. Its list of subscribers is a roster of ready buyers in the upper income brackets.

For 1931, advertisers buy a guaranteed average circulation of at least 1,400,000 preferred prospects.

The Literary Digest

A M E R I C A N O P I N I O N

F A M O U S S E C O N D M E N



Popping the question by proxy

Bravest of all the Mayflower settlers was Myles Standish—so brave that he decided to try his hand at marriage a second time (he was a widower).

But somehow he was too busy to propose in person to Priscilla Mullens, the woman in the case. So he called in a *second man*, John Alden to do the job. As everyone knows, John did it both wisely and

too well. The young lady was so impressed that she married the *second man* instead of the *big boss*.

* * *

Where, oh where, we rise to inquire, would the florists, jewelers, gift shoppe owners have been had they tried to sell their wares to Myles himself? Myles was sold on the idea, all right. But its execution was up to his *second man*. And so it is in business. You can sell the *big boss* the idea of modernizing his office. But you must sell the *second man* your specific product, for he it is who carries out the idea. And he can be reached most easily through the advertising columns of *his own magazine*: SYSTEM.

Every advertisement in SYSTEM talks directly to the *second men* in American business—your real buyers.

System

Tenth Ave. at 36th St., New York



A MCGRAW-HILL PUBLICATION

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Using Good-Will to Introduce a New Line

How Lehn & Fink Are Capitalizing the Trade Acceptance Built Up
for Hinds

By W. D. Canaday

Vice-President, Lehn & Fink, Inc.

THE organization of the Lehn & Fink Products Company in 1925 brought together two companies which had been in business over fifty years—Lehn & Fink, Inc., and the A. S. Hinds Co.

Hinds Honey & Almond Cream was first sold in 1872 and had been nationally advertised ever since 1905. The fame of Hinds was world wide.

The new owners of this popular product were old hands in the drug and toilet goods field, and had had a wealth of experience in advertising and merchandising two other nationally known products, Pebecco Tooth-Paste and "Lysol" Disinfectant.

Lehn & Fink has steadily increased its advertising appropriations, acquired additional lines and introduced new specialties originated in its own laboratories. By 1929, the number of Hinds users reached a total of over 5,000,000.

Last year, after a careful and thorough analysis of the facial preparation market, the company decided to bring out three new products under the name "Hinds." The merchandising plan behind these new facial products is an excellent example of trade-mark expansion, through the application of an old-established name, having tremendous value from the standpoint of advertising investment and good-will, to modern products, in a manner both daring and sound.

Capitalizing this trade acceptance, the company has brought to the new preparations—Hinds Cleansing Cream, Hinds Texture Cream and Hinds Toning Cleanser—the latent good-will inherent in the Hinds name.



New GREASELESS Cream ENDS DRY, SCALY SKIN

Here's that new-type skin softener women everywhere are adopting.

A light, delicate cream... it is quickly called the old-type "greasy" skin softener.

Here, if used at night, you wake with face smooth and lovely as if newly given.

You simply smooth cream off your face for a moment, and behold! your face is soft, velvety, utterly greaseless.

What it does

Alleviates rapidly by the skin, this new cream counteracts dryness, tightness, itching, redness, and rash.

Thoroughly composed of finest ingredients, it keeps skin soft, even smooth, dry.

A subtle departure from ordinary smoothing or babying cream, Hinds Texture Cream is soft, velvety, and skin-smoothing. It does, but positively will not over-cream! Use only once.

Here, it is used with remarkable success by the "Discipline-Type" skin, which shows both dry and oily symptoms.

How to use

After cleansing face and neck, smooth Hinds Texture Cream onto skin, a little at a time until it disappears. If you use only

plus moisture and skin is left soft, smooth, flexible and glowing.

Hinds Texture Cream is one of the most remarkable new Hinds Products that were developed upon an analysis of similar products made by the "salon" line, when the recent comparative comparison was made at a well-known New York laboratory.

Consider, too, that this exquisite new cream results in more than ordinary "greasy" cream.

You get it at all drug and department stores. Price 40¢ and 85¢. Buy Hinds Texture Cream today.

END LARGE PORES with remarkable non-liquid creaminess and moisture—Hinds Toning Cleanser, 40¢.

NEW CLEANSING CREAM Superfine skin softener, 40¢. Hinds Cleansing Cream, 40¢ and 85¢.

READY FOR HIM... the better look! This greasy cream works through skin... counteracts dry, scaly skin... brings softness, baby skin... but leaves no grease on face to make you uncomfortable... counteract... for double action.

It still remains with nothing around it, the new-type softening cream from the true counter-cream of "greasy" face skin smoothing cream... it's the Hinds Texture Cream!



An Advertisement Featuring the New Hinds Texture Cream but Covering All Three of the New Products

The preliminary survey of the market, which included both consumers and the trade, led to a decision to enter the popular-priced market, to make products which could be sold to millions, as distinguished from the other two groups of products in the field—the "salon" group of high-priced,



Illustration from a Lehn & Fink Advertisement Offering Free Combination Package of New Hinds Products—Over 25,000 Sets Have Been Sent Out on the Coupon Offer in This Advertisement Which Was Run in Two Cities

special purpose lines and the "intermediate \$1 specialties" and "short" lines.

Instead of starting from scratch with a brand new name and having to spend hundreds of thousands of dollars to make this name known to prospective consumers and to sell it to dealers in order to get distribution, Lehn & Fink immediately placed its three new products several steps ahead on the road to a successful and profitable sales volume.

The two jars and bottle were designed last May, after the laboratory had perfected the creams and liquid cleanser to their final form. An intensive test was made by 326 representative consumers, which showed conclusively that women recognized and appreciated the superior qualities of the new products and proved that the company's objective was attained—namely, to supply high quality and appearance at popular prices. The package designs, of striking individuality, were recognized immediately as an outstanding achievement. These things, coupled with the use of the name Hinds, made the launching of the new line an auspicious event.

The prices set on the new products, 65 cents for the larger, four-ounce, sizes and 40 cents for the

smaller, two-ounce sizes, were the result of careful consideration. They "placed" the new products just enough above the lower-priced levels of the cheaper lines to carry a quality inference, but enough below the much higher prices of the salon lines to give large sales volume. This also appealed to retailers, because it gave them an opportunity to trade-up by selling customers higher-priced units than the less expensive lines that now represent the bulk of their unit sales.

The next step was preparing the national market by conservative tie-ups with Hinds Honey & Almond Cream:

First, a box in all Hinds Honey & Almond Cream magazine advertisements calling attention to the three new Hinds products and the new method of caring for the skin. One heading in the box reads: "Now, New Skin Care! 3 New Hinds Products."

Second, a package insert giving the complete sales story on the new products and featuring a special combination offer having a value of 70 cents. The insert contained a coupon which, accompanied by 50 cents, was good for a special 40-cent size of each of the new Hinds products. This insert was placed in the back of every 50-cent

New
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Chic
J.
Lake M

THE circulation of The Washington, (D. C.) Star is highly concentrated—97% Evening and 96% Sunday being limited to the Washington Market—which comprises the National Capital and 25-mile radius into Maryland and Virginia—going to people with money to spend, and who look to **The Star** for where to spend it.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.



package of Hinds Honey & Almond Cream.

Third, tie-ups in trade promotion and selling plans. These new products were included in a special discount deal with Hinds Honey & Almond Cream and other Lehn & Fink products.

The introductory advertising campaign was launched in Chicago on Sunday, September 28, 1930, with a full-page rotogravure advertisement. The entire series consisted of five full pages at intervals of two weeks supported by five 360-line advertisements, all rotogravure, appearing every Sunday from September 28 to December 7 inclusive. The copy carried this message:

Remember, these facts do not come to you from some unknown manufacturer. They come from the makers of Hinds Honey & Almond Cream, known and trusted by American women for over fifty years.

Then beneath the photograph of the products, the line:

Made by the makers of Hinds Honey & Almond Cream.

The new Hinds products were merchandised with special display material consisting of window displays, counter displays, window strips and cutouts.

Consumers were offered convincing proof, in the advertising, of the manufacturer's confidence in the quality of his line. The copy stressed quality, dramatized the tests of a New York laboratory proving the claims and built up this one sales idea to sell all three products.

In 1931, the campaign in Chicago was continued and new rotogravure campaigns were launched in four more cities: Pittsburgh, Cincinnati, Kansas City and St. Louis. A special sample offer was made by coupon in the third advertisement of the series in Pittsburgh and Cincinnati only, for test purposes. This consisted of the \$1.20 combination package of the three products (40-cent size of each) to be sent free in return for the coupon accompanied by 20 cents to help cover cost of postage and

packing. So far, over 25,000 combination sets have been sent out on this coupon offer alone, and more are coming in.

This offer is being followed by strong copy, reselling the women who tried the products and sending additional thousands to dealers to buy.

At the same time, a separate and individual national campaign on the new Hinds products alone is appearing in a women's magazine with a single column each month. The photographic illustration shows all three products, focuses attention on the word "Hinds," and emphasizes the statement: "Made by makers of Hinds Honey & Almond Cream."

The boxes are also continued in all advertisements of Hinds Honey & Almond Cream, appearing in thirteen leading magazines.

The coverage is national; the advertising and selling campaigns are rapidly building up distribution in the leading retail outlets. These campaigns, together with the installation of six-product window displays—Pebeco, "Lysol," Hinds Honey & Almond Cream, Hinds Cleansing Cream, Hinds Toning Cleanser and Hinds Texture Cream—and the sampling, are moving the new products off the dealers' shelves and counters and into the hands of consumers in increasing volume all over the country.

The millions of dollars that have gone into the building of worldwide prestige and good-will for the name Hinds in past decades continue to lend their unseen power now in building up a business on three modern beauty preparations bearing that same famous name.

Advanced by United Aircraft

Harold Crary, formerly advertising manager of the Boeing System & Varney Air Lines, Seattle, has been advanced to director of advertising and publicity of the United Aircraft & Transport Lines. He will make his headquarters at Chicago.

Leaves Confectionery Paper

Thomas F. Sullivan has resigned as editor of the *Confectionery and Ice Cream World*, New York, and as vice-president of the Consolidated Trade Publications, Inc.

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SUBSCRIPTION ORDER

From *Wm. Dawson & Sons, Ltd.*
CANNON HOUSE, PILGRIM STREET,
LUDGATE CIRCUS, LONDON, E.C.4
ENGLAND.

Established 1869.

Telephone CENTRAL 8833 (Ext. 2) 8 lines.

To **AMERICAN EXPORTER (ENGLISH EDITION)**
Please send **ONE COPY**
Period: **MAY 1931 to APRIL 1932 (1 year)**
Address: **HIS HIGHNESS THE MAHARAJA-SAHEB OF
DERANGADHRA STATE,
DERANGADHRA,
INDIA.**

Enclosed we send you \$5.00 in payment.
Your acknowledgement will oblige.
P.O. Wm. DAWSON & SONS, Ltd.
AEL Date **18/4/31**
TH. LIST 830
We do not write to our subscribers for payment. We do their accounts.
Enclosures as you indicate at your own risk.

Read by Rulers, too

This renewal subscription from one of the Indian princes typifies the interest and influence of the **AMERICAN EXPORTER** among leaders of action the world over who read it to keep in touch with American industrial and mercantile progress. His Highness the Maharaja Sahab was educated in England and is entitled to a salute of 13 guns.

Our readers are your buyers abroad.

AMERICAN EXPORTER

World's Largest Export Journal ... 54th Year
370 Seventh Ave. New York

Make your Advertising Buy

WHEN your dollars are so invested as to buy *more* advertising **POWER** . . . this is the equivalent of an *increased* appropriation. Eliminate thin waste circulation in pinch-penny villages and in rural byways. Concentrate . . . make your dollars buy *more advertising*.

ADVERTISING RESULTS ARE GREATER WHERE:

- 1 Population is thickest
- 2 Dealers are concentrated
- 3 Living standards are highest
- 4 Wealth is greatest
- 5 Fashion sense is developed

CONCENTRATE YOUR ADVERTISING WHERE GREATEST PROFIT CAN BE MADE



Scripps-Howard Newspapers offer the highest concentration of circulation available in one unit for national advertising . . . enabling the advertiser to secure maximum selling power by placing the weight of the appropriation against the greatest potential for sales.

SCRIPPS · HOWARD

NEWSPAPERS

NEW YORK . . . *World-Telegram*
CLEVELAND . . . *Press*
BALTIMORE . . . *Post*
PITTSBURGH . . . *Press*
SAN FRANCISCO . . . *News*
WASHINGTON . . . *News*
CINCINNATI . . . *Post*
COVINGTON . . . *Kentucky Post*

—Kentucky Edition of Cincinnati Post

BUFFALO . . . *Times*
INDIANAPOLIS . . . *Times*
DENVER . . . *Rocky Mt. News*
TOLEDO . . . *News-Beo*
COLUMBUS . . . *Citizen*
AKRON . . . *Times-Press*
BIRMINGHAM . . . *Post*
MEMPHIS . . . *Press-Scimitar*

YOUNGSTOWN . . . *Telegram*
FORTH WORTH . . . *Press*
OKLAHOMA CITY . . . *News*
KNOXVILLE . . . *News-Sentinel*
HOUSTON . . . *Press*
EL PASO . . . *Herald-Post*
SAN DIEGO . . . *San*
EVANSVILLE . . . *Press*

ALBUQUERQUE . . . *New Mexico State Tribune*

NATIONAL ADVERTISING DEPT., John E. Finckran, DIRECTOR, 230 PARK AVE., NEW YORK
CHICAGO SAN FRANCISCO DETROIT LOS ANGELES ATLANTA PHILADELPHIA BUFFALO DALLAS

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Buy More *PROFIT*

THESE FACTORS DISSIPATE PROFITS

- 1 High Sales Costs to Reach Distant Outlets
- 2 High Advertising Costs Because of Waste Circulation
- 3 High Advertising Costs of Forced Combinations
- 4 High Advertising Costs Where Circulation Productivity is Lowered by Premiums
- 5 Selling Outside the Logical Market

THESE FACTORS CONSERVE PROFITS

- 1 Intensive Cultivation of Easily Accessible Dealers
- 2 Elimination of Mediums with Heavy Waste Circulation
- 3 Avoidance of Forced Combinations Which Greatly Increase Rates without Increasing the Potential
- 4 Rejection of Newspapers Addicted to Use of Premiums and Contests
- 5 Advertise and Sell in the Logical Markets



4.4% of Scripps-Howard Circulation is Concentrated in Cities*

90.7% of Scripps-Howard Circulation is Concentrated in Profit-Areas**

Thus the larger part of your appropriation is directed where your potential for sales is greatest. This adequate concentration is secured in the cities (most important) . . . in trading areas . . . with minimum of circulation in the sterile fringe outside.

Scripps-Howard Cities of Publication

** Standard A. B. C. Trading Areas

Worcester, Massachusetts

Ten Year Circulation Increase— 34,918 or 49.4%

Circulation March 31, 1931	-	-	105,559
Circulation March 31, 1922	-	-	70,641
Increase	-	-	34,918

Every March six months' circulation statement of The Telegram-Gazette for the ten years 1922 - 1931 (inclusive) has shown a circulation increase.

March 31, 1922, The Telegram-Gazette led the other paper by 43,487
March 31, 1931, The Telegram-Gazette led the other paper by 73,906

Telegram-Gazette increase in Total Circulation was 7.7 times that of the other paper.

The Telegram-Gazette made a large increase in City Circulation (15,065) while the other paper lost City Circulation (1,061).

Its constant, continuous growth indicates the constantly increasing preference for and confidence in The Telegram-Gazette by the newspaper buyers of the Worcester community.

Today more than ever before the

Telegram-Gazette Completely Dominates The Worcester advertising field.

Circulation, 3 months ending
March 31, 1931 - - - **105,559**

The Emerson B. Knight, Inc., survey shows that The Telegram-Gazette reaches 85.33% of the families in Worcester and its suburban area which regularly every day read the same Worcester newspaper.

It reaches well over 90% of all the newspaper buyers in that area.

The advertiser gets full results from Worcester by use of

The Telegram-Gazette Exclusively

Not a dozen newspapers in competitive fields in this country so completely cover their fields as The Telegram-Gazette covers the Worcester city and suburban field.

THE TELEGRAM - GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco

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This is a bad habit from any point of view. The housewife should select bread with the definite view of obtaining the variety so necessary to an appetizing menu, and of saving on more expensive items of the diet. We are giving definite suggestions as to how bread can serve to inject variety in the daily fare. For dinner, as an instance, any of a score of different appetizing rolls are appropriate. Various buns, rolls and biscuits can lift any luncheon from the commonplace. Even the breakfast staple, toast, can be happily varied with raisin bread, rye bread, Vienna loaf, and a number of whole wheat combinations from which to select.

A catalog of all the varieties of breads would be out of place here but it would be astonishing even to the average conscientious housewife. We feel that the task of the industry, from the large manufacturers to the independent bakery stores, is to lead the housewife to thinking in terms of variety of breads for her menus. Then will follow increased consumption of wheat and the solving of the farmers' problem, which plays a major part in the general business depression.

H. F. Lochrie with Wolcott & Holcomb

Howard F. Lochrie, formerly sales promotion manager of the Walter M. Lowney Company, Boston, has joined Wolcott & Holcomb, Inc., advertising agency of that city, as an account executive.

To Represent "The Southerner"

The Southerner, Atlanta, has appointed Dalmon, Martin & Company, publishers' representatives, as its New York representatives.

Woolen Mills to Hagan

The K. A. Maupin Woolen Mills, Eaton Rapids, Mich., have appointed Paul D. Hagan, Inc., Grand Rapids, Mich., advertising agency, to direct their advertising account.

Appoints Paul D. Hagan

The Kalamazoo Canvas Boat Company, Kalamazoo, Mich., has appointed Paul D. Hagan, Inc., Grand Rapids, Mich., advertising agency, to direct its advertising account.

Specify Your Vitamins

Since talking about vitamins in copy is a growing vogue, it is considered important by the National Better Business Bureau, Inc., that advertisers know what they are talking about so that consumers will be correctly informed. Some advertisers, the Bureau observes, talk about vitamins in general terms whereas all advertisers are urged to follow the lead of those who name the specific vitamins present in their products.

In order that all advertisers and copy writers may be fully informed on vitamin facts, the Bureau has issued a primer on the subject. Here are the vitamins on parade:

Vitamin A: Fat soluble and anti-infective vitamin. Gradually destroyed by heat but rapidly destroyed by oxidation.

Vitamin B or B1: Water soluble and anti-neuritic vitamin. Appetite-promoting. Some authorities declare that a lack of it is manifested through fatigue and nervousness. Practically destroyed when heated at high temperatures.

Vitamin C: Anti-scorbutic vitamin, water soluble, rapidly destroyed by oxidation. Declared to be important for tooth preservation.

Vitamin D: So-called fat soluble "sunshine" vitamin. Controls development of bones, deficiency may result in rickets, soft bones and poor teeth.

Vitamin E: Fat soluble, very resistant to destructive action. The anti-sterility vitamin.

Vitamin F: Not recognized at the present time.

Vitamin G or B2: Not injured by ordinary cooking and its absence from the diet is manifested by pellagra, a nerve and skin disease.

H. B. Lent Writes a Book of the Month

Henry B. Lent, copy writer with Anderson, Davis & Hyde, Inc., New York advertising agency, has written a book for children entitled "Diggers and Builders," which is the June selection of the Junior Literary Guild. The book is also illustrated by Mr. Lent.

Joins Burton-Nelson

Raymond Marks, formerly with the United Advertising Agency, Inc., New York, has joined the Burton-Nelson Company, Inc., advertising agency of that city, as an account executive.

Heath Aircraft to Landis

The Heath Aircraft Corporation, Chicago, has placed its advertising account with the Reed G. Landis Company, advertising agency of that city.

Harry Lambert, formerly sales manager of Electro Broadcasters, Inc., and, before that, with the Judson Radio Program Corporation, has joined the staff of the Radio Broadcasters of America, Inc.

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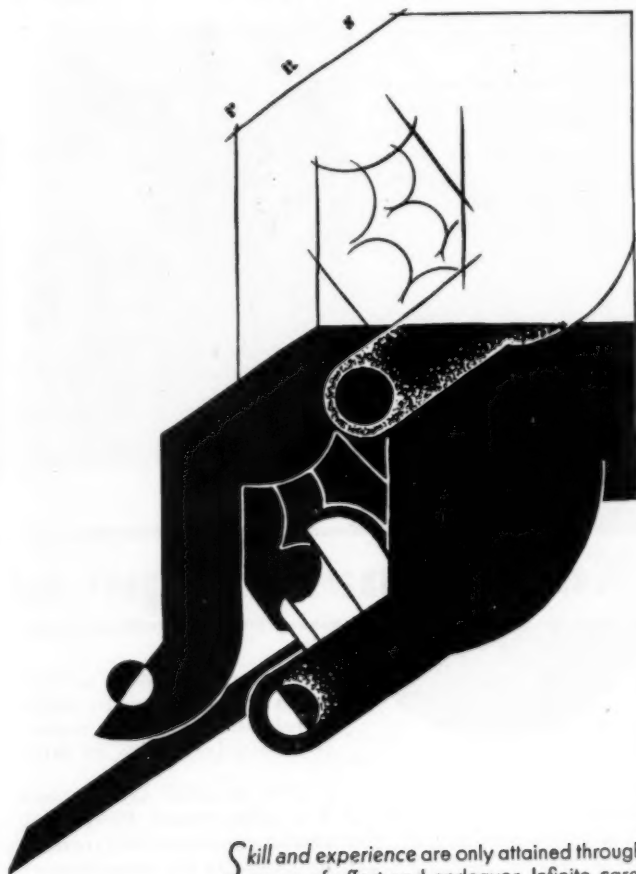
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*S*kill and experience are only attained through years of effort and endeavor. Infinite care, exhaustive experiment, patient study, all are involved in achieving them. That our organization—composed of skilled artisans, aided by exceptional equipment—has the confidence of those it serves is proved by the fact that we number among our clients numerous national advertisers and the foremost advertising agencies of the West—many of whom have been served ten years or more. Such clients are exacting—super-critical—competent to judge merit. Yet we are able to satisfy their requirements, merit their confidence and trust. To know how—to do willingly and well—to do more than is expected—any time, *all the time*—such is the service you may expect from this organization.

McGRATH ENGRAVING CORPORATION

PHOTO ENGRAVERS • ELECTROLYTIC HALFTONES • 509 S. FRANKLIN ST., CHICAGO

Typical Post homes in the Hyde Park district of Cincinnati. Five out of the six in the picture are inhabited by daily readers of The Cincinnati Post.



"No ordinary type of cen

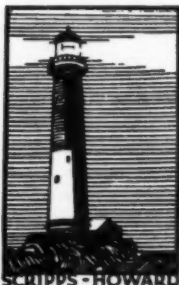
IT was the readers of The Cincinnati Post who put into power the regime which changed Cincinnati from the worst governed to the best governed large city in the United States.

A few months ago, it was again the readers of The Cincinnati Post who took over the county government from the party which had held it for an uninterrupted period of years.

POST CIRCULATION

City and Suburban . 144,702
O K Market 163,467
Total Circulation,
more than 184,000

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



The Cincinnati

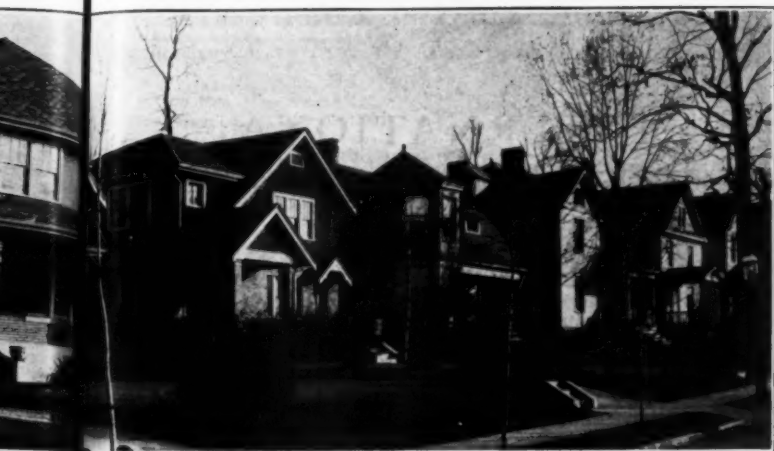
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The Cincinnati who
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It was the readers of The Cincinnati Post who did these things because of all Cincinnati newspapers, The Cincinnati Post was the only one to wage a fight in favor of them. It is no ordinary type of citizen who reads the Post.

Citizens with the courage, foresight and influence necessary to change a government are the people you want to advertise to.

Reach them most effectively with The Cincinnati Post, read by more than 62 per cent of the Cincinnati market.

h Cincinnati Post

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

INTERNATIONAL PUBLICATIONS, INC.

announces the
appointment

of

R. F. GARDNER

as

BUSINESS MANAGER

of

MoToR

The American Druggist

The American Architect

Aromatics

*Mr. Gardner succeeds Earle H. McHugh,
now General Advertising Director of
the International Magazine Company.*

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The Insidious Questionnaire

Mr. Bradbury Answers One and Asks a Couple of Questions Himself

HENRY M. NEELY
80 EAST 11TH STREET
NEW YORK, N. Y., MAY 15, 1931.
Mr. Amos Bradbury,
Woodshole, N. J.

My dear Mr. Bradbury:

When people say that New Yorkers are provincial, I have a feeling that they are right.

It is often said that New Yorkers sit here year in, year out, never troubling themselves about the likes or dislikes of the other 116,000,000 people who make up America. Yet New York sets the pace for America in many respects. For instance, most of the songs heard in America come fresh from Broadway.

What songs do Americans really prefer? That is a question I am trying to answer in connection with the programs of the Mobiloil Concert Hour, and that is why I am asking your advice. For I feel that your preferences are more truly representative of America than are my own or those of many of my colleagues who are helping to bring entertainment to America.

(1) Do you prefer the old songs or the new?

(2) Do you tire of the constant repetition of the new songs?

(3) Do you like to hear the songs from the musical comedies of other days? If so, name some of those old operettas which you like best.

(4) Is there a distinct tendency to revive the songs of twenty or thirty years ago?

(5) What song of your youth that is not broadcast now would you like to hear over the radio?

(6) Is there inherent in the old songs something that is psychologically more restful and enjoyable than the modern quick tempo fox-trot, or the blues?

Your answers to these questions will help us in the study we are making of America's favorite songs. We shall be glad to have any other comments on the back of this letter.

We plan to publish the results of this symposium, using your name and contribution, unless you advise to the contrary.

A return envelope which requires no postage is enclosed for your convenience in replying.

HENRY M. NEELY,
New York, N. Y.

May 27, 1931.

MR. HENRY M. NEELY,
80 East 11th Street,
New York, N. Y.

DEAR MR. NEELY:

When people say some advertisers ask a lot of queer questions, I have a feeling they are right.

It is often said that some radio broadcasters and other advertisers sit in offices or broadcasting stations year in and year out, never troubling themselves about whether the various noises coming into people's homes by air waves or in the pages of publications please or annoy the 116,000,000 people who make up America. Yet they set the pace for other people who are beginning to make other strange noises from the sky with their talkative clouds, musical sunsets, and next we'll have conversational moonbeams.

The advertising that is being shot out from airplanes points the way. So it is nice of you to come to me for the straight dope.

What are the men really like who make the announcements and plan the programs? That is a question I am trying to answer in connection with a book I am writing about all advertisers, and that is why I am asking you, Henry. For I feel from your letter that your preferences are more truly representative of this class than are my own views or those of many of my friends who are trying to live quietly in America.

Now for my answers to these questions *serialim*:

(1) What has a song, old or new, got to do with Mobiloil? How old do you think I am?

(2) Would You Like to Take a Walk?

(3) As a matter of fact some of those old musical comedies weren't so hot either. Personally, my grandfather preferred an operetta called "Trow 'em Down McCloskey."

Now let me momentarily interrupt these answers in order to put a question to you. Do you think you are entitled to a refund at the box office if, when you take the family to see a feature picture they spring a trailer with Mobiloil all over the side of the big truck in the scene where the gangster gets

pursued by the hero and four police? This may be Texaco instead of you, but the point is the same. Don't ever do it for your company, if you want me as your friend. Now for more answers:

(4) There seems to be a tendency to go without hats and to give up umbrellas even on rainy days. This is hurting business. Thirty years ago I wasn't singing many songs, were you?

(5) There you go again. How old do you think I am? You know you radio people are doing a swell job on some programs but I want to warn you about this age thing again. The other night we were all sitting in the living-room, talking with company. The announcer said, "Now we are going to sing some old songs. If you don't remember these songs perhaps your grandmother will."

Mrs. Davis, a neighbor, remembered all the songs and said so and she isn't any grandmother by quite a few years. It sort of put

Mrs. Davis on the spot, for a couple of the other ladies who probably remembered the songs, too, were too smart or something to admit their good memories. Watch out, Henry, on this "songs of your youth" stuff.

(6) I haven't my Bartlett handy but you remember the wheeze about old wood to burn and old wine and all that. The answer is "Maybe you're right." The quick tempo and the blues are two different things, aren't they? I don't like the blues but I have 'em. Look what Steel did last week.

* * *

Is there inherent in the questionnaire business something mysterious which makes people ask amazing questions? I've been answering a flock of these things the last few months, doing my best, but it's getting more difficult.

Don't forget to answer my questions. They will help me in my study of unusual types of humanity.

AMOS BRADBURY.

Stockholders and a Coupon

DO stockholders want all the information they can get about their companies? The Westinghouse Electric & Manufacturing Company decided that they probably do. So it offered, in its annual report for 1930, to send a booklet to any stockholder who would write for it. This is the way the offer was worded:

The products of engineering and research of your company are very well exemplified in a booklet that has been prepared and is available to any stockholder who will indicate a desire to receive a copy.

But only twenty-four requests have been received to date as a result of this offer.

It wasn't because stockholders didn't want the booklet, however. They evidently were just too lazy to write for it. For the same offer was made on a dividend stuffer with impressive results.

This time, the booklet was featured in the center of a folder that was enclosed with all dividend

checks on April 30. There were three pictures, one of a high-speed trolley car, the second of the new Westinghouse electric iron and the third of "The fifteen-mile falls waterpower plant." The spread was headed, "Achievements of Your Engineers During 1930" and the offer read:

Even non-technical persons find interest in the doings of Westinghouse engineers. To review their work is almost to review American industry, and even in such a year as 1930, the advance did not pause. The most important of these achievements in the past year are described in a picture booklet, from which the examples on this page are taken. The coupon in the lower right-hand corner of this page will bring a copy of it to you.

And the coupon did the work. So far, 893 stockholders have clipped the coupon.

This merely proves that stockholders are like any other prospects. If you want them to do something, you must make it easy for them to do it.

A Thirty Minute Car Ride

Just about 50 per cent of the entire population of Southern California—1,497,084 people, or about 375,000 families, according to the 1930 census of the A. B. C.—live within ten miles of the center of the city of Los Angeles . . . less than a half hour by automobile or street car from "downtown."

These people make up what is unquestionably the richest metropolitan market in America. They have an average annual spendable income per capita of \$1351 . . . higher by far than any other similar size (or larger) community in the world.

The 1930 A. B. C. Audit Report shows that 194,053 of these prosperous families have The Los Angeles Evening Herald come into their homes six days a week. This coverage of America's fifth city is 66,000 copies **more**, or 52 per cent greater, than is offered by the second Los Angeles daily (a morning paper), and nearly two and one-half times that of the second afternoon paper . . . and that's a big reason why Media Records reports that in 1930 The Evening Herald led the second Los Angeles daily by 3,874,450 lines, and why The Evening Herald has for years carried more Display Advertising, both local and national, than any other daily newspaper on the Pacific coast.

Any Schedule Designed to Cover Los Angeles Should Begin With the

LOS ANGELES EVENING HERALD

Representatives

NEW YORK
HERBERT W. MOLONEY
342 MADISON AVE.

DETROIT
RAY MILLER
GENERAL MOTORS BLDG.

CHICAGO
JOHN H. LEDERER
326 MADISON

SAN FRANCISCO
A. J. NORRIS HILL
HEARST BLDG.

EXCERPTA

from advertisements that have appeared
in the New Yorker during the month of
M A Y , 1 9 3 1

BOAST "Give me a lever long enough and a prop strong enough and I can, single-handed, move the world."—*Archimedes.*

*Hammacher, Schlemmer
May 9, Page 39.*

ILLITERACY "Was it not you, *mon copain*, who put the eight little letters of 'I Love You' in the *consommé-à-la-Bibliothèque* which was served last voyage to the estimable wife of the Detroit automotive prince?" 'Alas—she did not decipher it,' remarked the second sadly. 'That is why, when I am ashore, I still go afoot!'

French Line, May 9, Page 51.

GODIVA "Sinfully beautiful, yet saintly practical . . ."

Propper Hosiery, May 23, Page 32.

SUPPRESSED! "If all operations, and incidentally most people operated upon, were sealed-in-steel and silenced like that of the General Electric Monitor Top, it would be a good thing."

Rex Cole (General Electric Refrigerator), May 2, Page 33.

NO REVERENCE "The shall be no sacred cows in the newspaper office."

*Scripps-Howard Newspaper
May 23, Page 44.*

SNARE "It's inevitable, I escapable! Sooner or later you'll find yourself in the alluring meshes of Peck & Peck new Nets."

Peck & Peck, May 16, Page 3

DASTARDLY! "'T w seats behind the post!' cried the villain, 'they're for my wife and mother-in-law!'"

Joe Leblang's, May 9, Page 7

MILLENNIUM "But in my humble opinion nothing would contribute more to relieve the unemployment situation, restore business confidence and stability and be more conducive to the public health, its morals and welfare, than to again make it possible for the great American nation to enjoy as its national beverage pure and wholesome four per cent beer."

*Anheuser-Busch, May 3
Inside Front Page.*

OSTER-MOTHER "She is to be married at three that afternoon. And at three she was married in a wedding gown of her selection. In fact, along with the wedding gown we selected her entire trousseau."

*Palmer House (Chicago)
May 30, Page 47.*

THE FIDGETS "Out of my way, Ancient Mariner! I can't any longer listening to your fiddle."

*Amerop Travel Service
May 16, Page 82.*

DISCERNMENT "Babies—like lots of us—may 'know nothing about art, but they know what they like'!"

Best & Co., May 2, Page 5.

PASSIVE "never wriggle or squeak."

*Alcoa Aluminum, May 23
Inside Front Cover.*

VIOLENCE "they died with their boots on where they fell . . . so what the hell boys, what the hell."

Publix Theatres, May 2, Page 71.

SURRENDER "A visit to Ovington's causes many a besieged beauty to switch her reply from 'maybe' to 'yes'."

Ovington's, May 9, Page 9.

HOB-NOBS "Since then (ahem!) it's Sutton Place one day and Southampton the next."

*Sealex Custom Floor Service
May 2, Page 45.*

It is some time since the advertising pages of The New Yorker showed a picture of "The Largest Widget Factory in the World." Now the picture shows a pretty housewife, enjoying the leisure won by having a widget installed. As Mr. Durstine has said "The men who are puzzled about advertising could find the answer if they only stopped talking long enough to hear what their wives were saying."

THE NEW YORKER

25 WEST 45th STREET
NEW YORK CITY

Florida's Leading Industrial City

(U. S. CENSUS)

The federal government officially rates Tampa as Florida's leading industrial city. Tampa's industrial payroll is twice as large as that of the next city, with twice as many wage earners. Tampa's payroll is equal to nearly a third of the total industrial payroll of the state.

Tampa is Florida's year-round city. Located in the heart of Florida's citrus, lumber, phosphate, winter strawberry and vegetable district, Tampa also has its industries and shipping . . . stabilizing, additional sources of income for Tribune readers.

1930 Federal Census

Tampa and Suburbs 119,000
 Jobbing Trade Areas 750,000*

*More than half the population of Florida.



TAMPA, FLORIDA

The Beskwith Special Agency, National Representatives:
 New York, Philadelphia, Detroit, St. Louis,
 Kansas City, Atlanta and San Francisco

The Sawyer-Ferguson Company
 Chicago Representatives



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The Words Nobody Knows

Why Use Them, When Old, Familiar Words That Everybody Knows Are Ready at Hand?

By Weston Hill

Of Van Sant, Dugdale & Corner, Inc. (Advertising Agency)

A YEAR or so ago, there appeared in print an extremely well-conceived advertisement in behalf of the Broadway Limited. It was all about a photographer in an airplane, overtaking the Limited to snap a picture or two.

"As the plane overtakes the Limited," said the copy, "the motor quietyens."

Quietyens. I wonder how many other readers were slowed down or stopped short by that word *quietyens*. By the time I had got through pondering that word, the rest of the advertisement was nothing in my life at all. I don't think I ever did find out whether the aerial cameraman got his shots. The last I remember, the Limited was drawing away.

Yet, when you analyze it, *quietyens* is a perfectly good word. If there is a state of quiet, there must certainly be a process of becoming quiet. And if something is in a state of becoming quiet, it certainly may be said to quietyen. The trouble with using that word was that instead of drawing your attention to the Limited, it drew attention to itself. It was not an old, familiar, well-worn word, so easy on the eye that the eye could read it without stumbling over it. It was a brand new word, and it brought the reader up short.

Lists of taboo words have been prepared from time to time for the benefit of copy writers striving for newness, crispness, freshness and the other "nesses" that good copy ought to have. In many of these lists are such words as *beautiful, good, necessary, sale, now, new*. Try, right now, to think of synonyms for those words that express your meaning with equal ease and exactitude. You will find that it's no cinch.

These words are so kind to the eye of the casual reader that, to a copy writer who is really trying to

get results out of his copy rather than the approbation of other copy men, they are indispensable. When goods are new, they are *new* and nothing else. When there is a sale, it's a *sale*. If that new stocking shade is beautiful, it is just that, nothing more and nothing less; for such basic words as these, there are no synonyms, no substitutes.

Copy that strains and strives for novelty words is simply decreasing its chances of being read. Casual readers—and heaven knows, all readers of advertisements must be considered casual—do not stop to ponder funny words, or bother to look up in the nearest dictionary some polysyllabic adjective they never saw before. They go on to the advertisement of your client's competitor.

Good copy never should stop trying to do a good selling job. In order to do a good selling job, it must get itself read. In order to get itself read, it must be fundamentally readable. And if it is to be readable, it must be as easy to read as your youngest's nursery rhymes.

For instance, try to stagger through this:

For those specially calendared moments . . . let it be Le Pirate, the unfathomable. Le Pirate allures and captivates. Its appeal . . . magnetic, intangible . . . withholds its secret.

Only twenty-four words, but one or two of them are stoppers of the first magnitude. Contrast the readability of the above with the easy familiarity of an equal number of old-friend words:

Once the Oshkosh Chief was just a trunk. But such exceptional service did it render that soon it became almost an institution with experienced travelers.

Not a particularly noteworthy piece of copy, surely. But to my

notion far easier on the eye than the first.

Retailers know they must get their copy read. They care not how many old-time words they use, because they know from the comparative pulling power of their advertisements, the stone-wall effect of words that Mrs. Shopper isn't sure of, as against the sure-fire dependability of words she has

known ever since she was a little girl.

Try, in your next piece of copy, to use only the words everybody knows. If you are a good copy writer you will, like many contemporary authors, discover new uses for old words, and make your copy just that much easier for the important Mrs. Average to read and understand.

An All-American Space Selling Eleven

The Sixth Member of the Space-Selling Team Is Selected—Sixth of a Series of Articles

By John J. McCarthy

Account Manager, McCann-Erickson, Inc.

6. *Farm Magazine.* Sell your market and you'll sell your publication. That's the policy which George Russell has been following for years in getting advertisers into the magazine which he represents—a farm publication. That he has done it successfully was proved by the fact that his name was selected unanimously on the first ballot of the space buying judges in their voting for the man to be named for the Farm Magazine Honor on the All-American Space Selling Eleven.

Russell can sell the general farm market because he knows the farmland from Maine to California. Born and reared on a farm in the Middle West, Russell has always been in close touch with the farmer and his problems. Though today he makes his headquarters in the advertising sector of New York around the Grand Central zone, he spends a goodly part of his time traveling in the rural sections where his magazine circulates. He knows all the big jobbers who supply the farm areas, and can also tell almost exactly where their shipments go; which retailers do a thriving trade with the farmers, and what these retailers stock.

As to R. F. D. routes, well George can reel them off verbatim, for believe it or not, he helped to

establish a great many of them some twenty-five years ago. In fact, Russell is such a first-hand authority on the practical details of the farm market that he is the real secret of why so many research men can talk so glibly about the farm market. Whenever they want the farm facts, they simply phone George's office. He never fails to give them the data they desire.

In fact, it is this obliging, off-handed manner which Russell has which has endeared him to the space buying fraternity. Gifted with a wit as keen as Will Rogers', Russell can interpret the real farm market to "city fellers" who buy space in a way that's unforgettable. Somehow, after listening to him tell about the farm market, you have a feeling that you're missing a bet for your client unless you go after the farmer.

To hear George Russell knock into the proverbial cocked hat all the old-time suppositions that farm families do not eat canned foods, use cosmetics, smoke cigarettes or go on long, expensive vacation tours is a real treat. Casually but surely, George Russell can convince the hardest boiled space buyer of the value of the general farm market which naturally cannot be reached without using his publication.

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An Outstanding Buy In A Good Territory

York County Pennsylvania

ranks high both agriculturally and industrially . . . its diversity of farming and industry have fortified it against the extremes of business cycles. Today York County is a "good territory."

The York, Pa. Gazette and Daily

is the outstanding buy in this territory for advertisers. Its coverage throughout the entire county, reaching thousands of families who see no other daily, assures satisfactory results.

We urge you to investigate

HOWLAND & HOWLAND

National Representatives

NEW YORK

CHICAGO

393 Seventh Avenue

360 N. Michigan Ave.

Advertisers Have Foibles, Too

Suggesting Answers for Certain Bromides

By Aesop Glim

OUR esteemed friend, the Advertiser, the Client or the Customer—as he is variously designated—isn't entirely infallible. He's full of bromides and clichés—many of which you can predict after a very little experience.

But since he is the Advertiser, the Client or the Customer—and also the bread and butter, if not the actual cake and ale—it's usually next to impossible for the agency man to think up good answers to the bromides, in time to use them. And once the immediate crisis is past, the agency man forgets that the same bromide may recur—even forgets that it has happened so often as to be a bromide.

"I'll bet we have an average of one agency solicitation a week; I can spot an agency man the minute he walks in the door; they all look exactly alike to me." (With sly innuendoes of having said, "All Chinese look alike to me.")

Here's an answer you may be able to use. "Mr. Advertiser, once upon a time there was an advertising agency man who made no effort to develop his personality. He dressed very simply, very plainly in fact. He didn't have his shoes shined more than twice a week. Some days he didn't shave. He made a point of knowing nothing about art and typography. He could go and talk to your dealers in their own language.

"After soliciting accounts for four years he died of starvation. He couldn't find a single advertiser who would sign up. They just didn't see how they could take him to a Kiwanis or Rotary meeting and say, 'This is my advertising agent.'"

Or you may prefer this one: "Mr. Advertiser, in your trade association meetings are the executives of your organization conspicuous by their appearance? Do you

want your dealers to do business with you on the basis of the looks of your executives? As a matter of fact, you offer your dealers specific merchandise, service methods and prices. Your service methods can be stated and understood in advance. Your merchandise can be sampled. You undoubtedly believe that your goods are the best at the price. You have reasons for such belief—beyond the actual appearance of the goods. Conversation won't tell the story—but sampling will."

Sampling Agency Service

This brings forth another Advertiser Bromide. "Why don't you bring us samples?" The answer is: "We can. We have two methods of doing this. In the first place we won't ask you to sign a long-term contract for our services. Let us say that after the first ninety days, you can dispense with our services on thirty-days' notice, given in writing. Isn't that meeting you half way on 'sampling'?"

"The sampling you probably have in mind, however, would be represented by speculative copy, layouts, plans or surveys. We can do that, too. But it's a dangerous kind of sampling for you. Because you might like the samples and they might not be what you need.

"An advertising agency should and usually does bring into the picture a new and outside viewpoint. And this new and outside viewpoint is a valuable *addition*. But emphasis needs to be placed on the word 'addition.' Unless this outside viewpoint is blended and counterbalanced by the advertiser's past history and a knowledge of the present situation from the inside viewpoint, the new addition is much more apt to be dynamite than a well-directed motive force. It is quite *unapt* to produce direction.



Quote:—

"The piece goods and art goods departments are the busiest places in our stores at the present time."

Needlework is Booming

Leading department stores and textile manufacturers report a decided increase in the sales of materials for needlework and home-sewing

and

Needlecraft's circulation parallels this increase in needlework, giving its advertisers an excess of 100,000 subscribers over its guarantee of 1,000,000 Net Paid.



Quote:—

"So many NEW people are sewing at home. This is shown by their ignorance in knowing how to use patterns and their many requests for suggestions."

CHAS. W. CORBETT, Advertising Director
Chrysler Building New York

NEEDLECRAFT

the Magazine of Home Arts

Boston
Dorr, Corbett & Dutch
294 Washington St.

San Francisco
Blanchard-Nichols-Coleman
Hunter-Dulin Bldg.

Atlanta
Blanchard-Nichols-Coleman
Grant Bldg.

Chicago: Blanchard-Nichols-Coleman & Johnston, Palmolive Bldg.

ARTHUR CAPPER

Publisher, The Capper Publications

W. C. PLATT

President, Associated Business Papers

● Arthur Capper, power in the Senate of the United States, founder of the Capper Publications . . .

He finds a plus value in the Audit Bureau of Circulations—an extra service so potent that it alone, he believes, is worth all the considerable sums he pays to the Bureau.

What is it that leaders of the business and agricultural press, in common with publishers of magazines and newspapers, find so valuable in this self-regulatory force in the field of advertising space?

Basically, they realize the tribute of confidence—justified by results—which has come to advertising through the work of the Audit Bureau. Business *trusts* publication advertising. It knows what its dollar buys in circulation, thanks to the A. B. C.

But Senator Capper refers

above to another value in the Audit Bureau—a contribution to publishing which many within the business will recognize. Because the A. B. C. needed the whole truth about circulations, publishers came to keep records that laid bare the complete picture. This was valuable to the advertiser. But how much more, in actual dollars, it has come to be worth to the publisher!

Advertiser, publisher and advertising agency alike are needed in the A. B. C. Membership is especially valuable to the young and growing publications in the trade field. These publishers, together with every advertiser and every advertising agency, are invited to join the increasing group that makes up the Audit Bureau of Circulations. Complete facts about membership and its privileges will be sent upon request. Write for them.



An advertisement by the
Executive Offices

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● "The A. B. C. presents a spectacle of buyer and seller working together to establish equity, truth and efficiency—a great contribution to business and civilization. The keeping of the accurate records which the audits made necessary, has been an immense contribution toward greater efficiency in our own business. The service rendered by the Bureau would be well worth all it costs even if the audit was never shown outside the publishers' offices."

Arthur Capper



● "The Audit Bureau of Circulations has been the strong ally of the progressive business paper publisher in establishing better standards of value for the advertiser. The Associated Business Papers has recognized this from the start of the A. B. C. For some years now it has been a mandatory requirement for membership in the Associated Business Papers that the publication also belong to the Audit Bureau."

W. B. Capper

AUDIT BUREAU OF CIRCULATIONS

... Chicago

**1st in
National
Advertising
in PEORIA**
*For first
4 months*

**YOU NEED
NO OTHER
MEDIUM IN
PEORIA!**

and other important classifications
including the following—

FINANCIAL

CLASSIFIED

FOODS

BUILDING

. . . and all because the—

**PEORIA
JOURNAL-TRANSCRIPT**

is read in 4 out of 5 Peoria Homes

CHAS. H. EDDY CO.
National Representatives

CHICAGO

Wrigley
Bldg.

NEW YORK

Park Lexington
Bldg.

BOSTON

Old South
Bldg.

Read in
**4 out of
5**
PEORIA HOMES

Member 100,000 Group American Cities

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"Copy, layouts, plans and surveys—prepared 'from the outside looking in'—are usually more to be feared than sought. We believe that this is particularly true of survey jobs. It is too easy to make them look spectacular and dressy. They are almost always the most futile efforts which can be made—unless they are first given direction *from the inside*.

"The usual survey—made from the outside looking in—can achieve only one or two purposes. It can teach the agency the patter, jargon or customs of the trade or industry in which the advertiser is engaged. It can be built up to impress you with the amount of energy expended.

"As regards the first of these—we already know the patter and customs of your business—through our past experience with related products. As regards the second, we don't know how to impress an advertiser—through any conscious effort to impress him. We have no trained seals or acrobats on our staff. We have no wrought iron grille-work in our offices. (They are as simple and practical as your own.)

"We have said that we consider survey work fairly easy. This does not by any means indicate that we consider it unimportant. If your immediate problems call for a survey, we will be glad to start our services to you with a survey—but that survey would enjoy the important difference of being planned with a background of your past experience and an inside knowledge of the immediate purposes it was intended to serve."

Something for Nothing

Then there's the Advertiser who always wants something for nothing. One of his pet questions is: "How can I fix it so that whenever I spend a dollar for advertising, someone else will spend a dollar or two or three? If you can find a way to do that, I'll be getting a half million or a million dollars' worth of advertising for my product, out of the two hundred and fifty thousand I spend with you. Put on your thinking cap

and bring me a plan."

In a case like this, what should really happen is for some self-sacrificing advertising man—with the good of the business at heart—to jump out of the window. The matter should then be given all possible publicity in advertising publications—and maybe the number of something-for-nothing questions would be reduced. (I say only "maybe.")

Second best might be an endowment fund—financed by advertising agency men—to distribute elementary economics books to all advertisers. The pages having to do with the laws of Supply and Demand and the well-established custom of "*quid pro quo*" should be plainly marked.

Then—after he'd read the book—take him the plan he asked for. It calls for the donation *by him* of one dollar's worth of free goods for every dollar's worth of free advertising his customers are willing to promise. You should point out what a piker he really is (in customer language); he can easily run his two hundred fifty thousand into a two million dollar appropriation, if he'll follow your plan to its logical end. (Meanwhile, handle his advertising on a cash-with-order basis!)

The Opinions of Friends

Let's not forget the advertiser who uses the opinions of his friends to guide him in making decisions. If he wants to submit your advertisements to their criticism, you are whipped from the start.

But if it is a new product or package, for which he is more responsible than are you, you can put up a battle. For you are apparently less personally involved.

"Mr. Advertiser, you are in grave danger, if you spend your money on the basis of opinions from friends. I do not care whether your friends are wildly enthusiastic or hysterically gloomy.

"I don't know how to explain this to you more clearly than to say that the test should be a test of your product, and not a test of your personality. The only de-

Only **1** Out of 6
In Chicago Has It —
And That One Is the Youngest

81,876 LINES

Nation
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All Other Chicago Dailies



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National Advertising Lineage
the First Four Months of 1931

Diapers Showed a Loss!

DAILY ILLUSTRATED **TIMES**
CHICAGO'S PICTURE NEWSPAPER

National Representatives: The Sawyer-Ferguson Co.
Palmolive Building, Chicago News Building, New York

pendable test of your product is a test by strangers. If this advertising will make consumers go to dealers and pay money for a first trial of your product; if your product will then make these consumers repeat their purchases with more money—then your product has been tested and has stood the test. By this method you *know*. By the opinions of your friends you are only guessing."

* * * *

Lastly—for today's contemplation—there is the man who terminates your solicitation with: "We are always interested in getting the outside viewpoint on our business. However, I am afraid that what you have said today is almost identical with what ten other agency men have recommended to us."

In this case, do your best to make him repeat his statement. By this method he may find out what he has said.

But on your side—there is no further answer.

Report Progress on British Audit Bureau

At a recent meeting of the Audit Bureau Council in London, two important committees were appointed, a general purpose committee and an audit forms committee. The former is concerned with drawing up a constitution and in making other arrangements necessary for the organization of a British Audit Bureau as an independent organization. Rapid progress is being made and the constitution will be announced as soon as management and articles of association are prepared by the Board of Trade.

The audit forms committee is entrusted with the task of drawing up standard and uniform forms of audit and the statistical forms that will be issued by the Bureau. The Institute of Chartered Accountants is represented by a delegate in an advisory capacity. The chairman of the Audit Bureau Council is Thomas Bell of Kodak, Ltd. Alfred H. Angus has been appointed director of the Bureau.

C. S. Johnson with Silex Company

Curtiss S. Johnson, formerly with the Ralph H. Jones Company, has become vice-president and director of the Silex Company, Hartford, Conn., Silex coffee machines. He was at one time with Manning Bowman & Company, Meriden, Conn., as advertising manager.

Fred Rigby Courageous to the Last

AUDIT BUREAU OF CIRCULATIONS
NEW YORK, JUNE 1, 1931.

Editor of PRINTERS' INK:

The untimely death of Fred Rigby removes from the councils of the Audit Bureau of Circulations another man who, in the midst of a busy life as advertising manager of the Studebaker organization, found time to aid in improving the conditions of the advertising business of which he was such an able practitioner.

Absent from a directors' meeting last fall because of having to undergo a major operation, Mr. Rigby with characteristic unselfishness and forethought sent a letter to the meeting explaining his absence and expressing the hope that he would be with us the following month. As successive meetings took place and we learned of relapses, of a second and a third operation, and of blood transfusions, regularly there came to us from the sick man renewed hope that he was going to get well. What faith, what courage, and what a fight for the opportunity to live!

Writing as a member of this board of directors, I pay tribute to the worth of this young man whose life was so full of promise and whose untimely death has taken from us an admired associate and a real friend.

P. L. THOMSON,
President.

Canada Raises Duty on Publications

General magazines will be required to pay an import duty of fifteen cents a pound, according to the new budget handed down by the Prime Minister of Canada. This duty will evidently apply to total weight of incoming publications. "Weekly literary" magazines and trade papers may enter Canada free of duty. The only duty, heretofore, has been fifteen cents a pound on fiction magazines, which rate continues unchanged.

Full details of the bill have not been ascertained but it is anticipated that the new impost will be levied effective July 1. The budget also provides that publications that can show to the Dominion the value of free entry, might be able to get placed on the free list, which is subject to change from time to time.

The budget also provides for an increase in the newsstand sales tax from one per cent to four per cent of the retail sales price. The postal rate on foreign publications mailed in Canada is increased from two cents a pound to two and one-half cents.

Death of Major W. H. Porter

Major William Harley Porter, for many years Toledo representative of Theodore F. MacManus, Inc., Detroit advertising agency, died at Washington, D. C., on May 31. He was sixty-eight years old. He was at one time Toledo representative of the Dunlap-Ward Advertising Company.

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26 European countries—and you need a different selling appeal for each!

- In England they drive on the left-hand side of the road. In France they do without breakfast. In Germany they ride bicycles on the side walks.
- Behind such differences in the customs of European countries are profound cleavages in outlook and temperament. That is the central problem of marketing your goods in Europe.
- How can you approach each country as effectively as you approach your domestic market?
- Crawford's—a London and European organisation, offer an intimate knowledge of European tastes and European conditions. Crawford's—not just an English business, but a German business and a French business as well—are ready to co-operate with you or your advertising agents in exploring the markets of Europe!

MANUFACTURERS ● Ask your Advertising Agents to co-operate with Crawford's—and be sure of a service on the spot and yet under your control.

ADVERTISING AGENTS ● Get into contact with Crawford's now and have all the advantages of your own European Offices.

Crawford's European Advertising

LONDON 233, High Holborn, W.C.
Headquarters of the Crawford Organisation.

BERLIN Potsdamerstrasse 111 W35
An international staff in touch with Central and Eastern Europe, and with Scandinavia.

PARIS 9 Rue Auber IXe
Fully equipped office to deal with all the markets of Latin Europe.

-in Times like these

ADVERTISERS who believe that lineage figures are a barometer of a publication's value have discovered another significant fact about The American Weekly.

They have observed that *even in times like these* this mighty magazine continues to thrive and grow.

But again in 1930, *unlike* so many other magazines, it showed substantial gains over 1929.

To give some idea of the coverage of this mighty magazine, let us analyze its circulation.

The American Weekly concentrates and dominates in 578 of America's 997 towns and cities of 10,000 population and over. (1930 U. S. census figures.)

In another 172 cities, 26 to 30%

... and, in addition, more than 1,700,000 families in
... communities large and small reem-

The American Weekly concentrates and dominates in 578 of America's 997 towns and cities of 10,000 population and over. (1930 U. S. census figures.)

In another 172 cities, 20 to 30%

... and, in addition, more than 1,700,000 families in thousands of other communities, large and small, regularly buy The American Weekly.

Where can you spend your advertising dollar more effectively?

Cock - A - Doodle - Doo



The American Weekly advertising revenue and linage for the month of May was the greatest for any single month in its history. The first five months of 1931 establish a record in volume of advertising revenue and linage that exceeds the first five months of any previous year.

THE AMERICAN Weekly

Greatest Circulation in the World

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMOLIVE BLDG., CHICAGO · 5 WINTHROP SQUARE, BOSTON
753 BONNIE BRAD, LOS ANGELES · 222 MONADOCK BLDG., SAN FRANCISCO
11-250 GENERAL MOTORS BLDG., DETROIT · 1138 HANNA BLDG., CLEVELAND
101 MARIETTA ST., ATLANTA · INTERNATIONAL OFFICE BLDG., ST. LOUIS

They have observed that *even in times like these* this mighty magazine continues to thrive and grow.

But again in 1930, *unlike* so many other magazines, it showed substantial gains over 1929.

And now, in 1931, The American Weekly continues to forge ahead against the common trend.

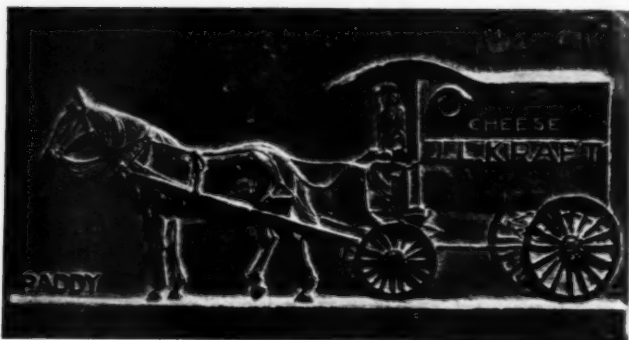
The spectacular success of The American Weekly *even in times like these*, is by no means an indictment of other magazines that have been unable to match its pace.

It is perhaps unfair to compare its success with others because this mighty magazine has no real parallel on the publishing counter.

With its 5,500,000 circulation, with its great page more than twice the size of any other magazine, with its blanket coverage of the richest buying areas of the nation, it offers an unmatched selling power to the advertiser at an economy he cannot find elsewhere.

It is only natural at a time when the thrifty advertiser wants to make each dollar count that he should favor a magazine that gives the very utmost in value.

Think of it! By the use of thirteen color pages in The American Weekly, a national advertiser can reach 5,500,000 prosperous families (nearly one out of every five families in the United States) once every four weeks at the amazingly low cost of two 2¢ stamps per family.



An \$80,000,000 Horse

TWENTY-FIVE years ago Paddy went into the cheese business with J. L. Kraft. Last week a bronze plaque bearing his name and likeness was presented to the president of the Kraft-Phenix Cheese Corporation. The presentation was made by the company's employees in honor of the firm's twenty-fifth anniversary.

Paddy and Mr. Kraft had a pretty slow time of it during their first year in the cheese business. Mr. Kraft had come to Chicago from Canada with a total capital of \$65. He bought Paddy, a wagon and fifty pounds of cheese and started out to sell the cheese.

Everybody knows the rest of the story about Mr. Kraft's and Paddy's cheese business. The Kraft-Phenix volume last year was around \$80,000,000.

Paddy died at the age of twenty-two.

Last week Mr. Kraft said he still considered Paddy one of the greatest assets of the business, the greater efficiency of the trucks and trains and airplanes that now deliver Kraft-Phenix cheese notwithstanding. Incidentally, the driver of the wagon pictured in the plaque is none other than the present president of the Kraft-Phenix Cheese Corporation.



Copy from a Rowboat

WORK AND PLAY, INC., is a possible name for an interesting merger that will be put into effect this summer by Maxon, Inc., Detroit advertising agency. The plan, which has not yet been worked out in detail, calls for the removal of the agency's entire working force to a camp in Northern Michigan during the hot summer months, where, far from the city's stifling heat, the advertising mind may function unmolested. Murmuring pines and hemlocks will supplant trolley cars and automobile horns as an external in-

fluence in the creation of advertising campaigns. Inspiration, not perspiration, will be the keynote. With the office force thus working and vacationing together, and talking advertising the while, the theory is that ideas of true originality will be born of the resulting contented minds.

Lou R. Maxon, whose idea it is, says:

"We are not doing it as a gesture for publicity, but because of a sincere belief that a man can write pretty good copy on the back end of a rowboat."

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Yeast Raises Trouble for Judge

UNJUDICIAL conduct is one of the points charged against Magistrate Jean H. Norris in an action which seeks her removal from office. Mrs. Norris won distinction as New York City's first woman judge, which made her desirable publicity value for testimonial advertising.

She wrote a testimonial letter which, together with a photograph of herself in judicial robes, was

used in full-page magazine copy by The Fleischmann Company. For this, Magistrate Norris admits, she got \$1,000.

"The whole incident," says the report of Referee Seabury, who recommends her removal, "discloses a willingness to cheapen and vulgarize the judicial office and . . . demonstrates a shocking lack of appreciation of the proprieties attaching to judicial office."

♦ ♦ ♦

English Advertisers Certify Copy

C. E. FULFORD, Ltd., Leeds, England, manufacturing chemist and maker of proprietary lines, is conducting an advertising campaign featuring its Zam Buk. The facts mentioned in the copy, the advertising states, have been confirmed before a Commissioner for

Oaths, whose name is printed.

The advertising copy of another English manufacturer informs readers that the figures and statements advertised have been verified by a well-known firm of accountants, whose certificate may be inspected upon application.

♦ ♦ ♦

Sponsored Films Flicker

PARAMOUNT PUBLIX has notified advertisers that, with the expiration of existing contracts, it will discontinue presentation of sponsored films. Showings in the chain of theaters under Warner Brothers' direction also will be discontinued, it is reported. No denial of the report is forthcoming from offices of the company. Metro-Goldwyn-Mayer, through

statements of Nicholas M. Schenck, vice-president, has been cool to the sponsored film idea. Other of the larger chains put in no warm brief to encourage advertisers in the use of this media. There are independent theaters, however, which will not be unfriendly to exhibitions of films of advertisers. This is the status of sponsored films until fresh developments change the picture.

♦ ♦ ♦

Hoover Appoints Feiker

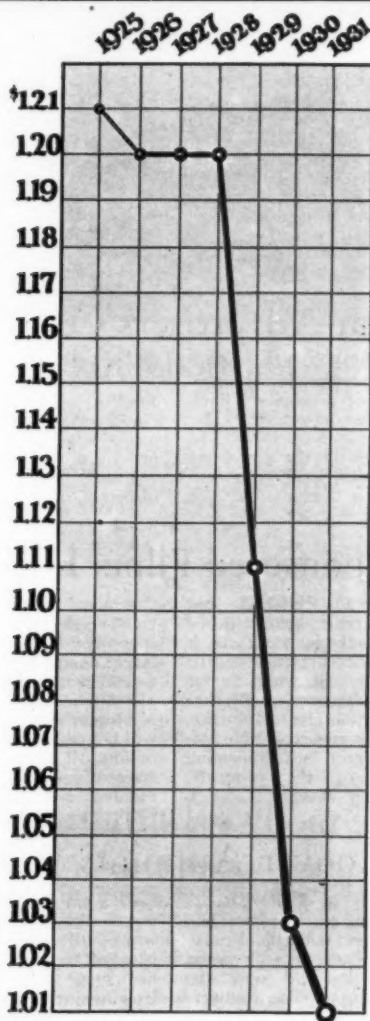
FREDERICK M. FEIKER has been designated by President Hoover as Director of the Bureau of Foreign and Domestic Commerce, succeeding William L. Cooper who will return to London as commercial attaché. For the last four years Mr. Feiker has been managing director of the Associated Business Papers, New York.

He was formerly editorial director and vice-president of the McGraw-Hill Publishing Company. Shortly after Mr. Hoover became Secre-

tary of Commerce, the McGraw-Hill company acceded to his request to lend him the services of Mr. Feiker. Mr. Feiker organized the commodity divisions, Bureau of Foreign & Domestic Commerce.



© Underwood & Underwood



THE KANSAS

EVENING 300,001

MORNING 8,146

S Lower Goes the Cost of Star Advertising

THIS graph shows the decline in The Kansas City Star's milline rate from 1925 to 1931.

On a basis of the average daily circulation for the six months ending March 31, The Kansas City Star's milline rate is \$1.01.

This is 2 cents less than last year's milline rate. It is 20 cents less than the milline rate of 1925 and 35 cents less than the milline rate of 1921.

A reduction of 25% in 10 years!

The Kansas City Star's advertising rate is the lowest in America.

KANSAS CITY STAR.
RNI 8,146 SUNDAY 315,411

The Ingredients of a Successful Dealer Magazine

"On the Top," General Electric Refrigeration Magazine, Has 25,000 Circulation—An Analysis of Its Success

By Don Gridley

"ON THE TOP" is the house magazine which the Electric Refrigeration Department of General Electric Company issues for its dealer organization. Its first issue, dated April 14, 1927, consisted of a one-page, Mimeographed sheet with a circulation of less than 1,000. Today, "On the Top" is a thirty-two page printed magazine, profusely illustrated, published regularly every two weeks, with a circulation of 25,000.

There are many thousands of house magazines published in the United States. Few of them, however, have been so successful as "On the Top" in accomplishing a definite job regularly over a period of years. There are a number of reasons why this magazine has been successful, just as there are a number of reasons why so many similar magazines do not get anywhere near the results that are possible. The analysis of this magazine which follows, should demonstrate, at least in outline form, some of the factors that have built its success.

Its purpose, according to an official of the company, is to serve as a sales news-magazine that will carry to the field timely and interesting news calculated to help in the actual work of selling. It carries no ordinary items of gossip which are put in so many house magazines.

It is the only direct tie-in the Electric Refrigeration Department of General Electric has with the individual salesmen and dealers,

inasmuch as salesmen work directly under the dealers and the dealers work directly under the distributors.

At regular intervals, letters have been sent out to the field, urging distributors and dealers to go over



"On the Top" Owes Much of Its Success to Its Attractive Appearance and a Profusion of Good Pictures

the "On the Top" mailing list for their respective territories and to remove from the list all of those names that no longer belong there. This, of course, causes a continually changing mailing list but it means an efficient circulation list.

In explaining the magazine's editorial policy, a representative of the company says:

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June 4, 1931
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tors, dealer and utility operations; advertising and sales promotion; the products; merchandising; campaigns and contests; salesmen's activities; large or unusual installations. It has this wide editorial coverage because it is read by the entire selling organization.

"Sales promotion managers, for instance, find in it material which they can adopt. They find stories on direct mail, pointing out how a distributor or a dealer has increased his business through a wiser use of this medium. They find news stories on striking window displays, new trucks, new ideas in electric signs, publicity stunts and various items which will aid them in their work. Apartment house salesmen find stories of interest to them, as do commercial salesmen. Stories concerning distributor and dealer operation and new ideas are carried. Utility campaigns are reported. Stories on the product and on the company behind the product are carried.

Long or Short Stories?

"All publications, of course, are faced with the problem as to whether stories should be long or short. Just as no one has yet been able to determine how long advertising copy should be, so it is difficult to draw any definite limits on copy for 'On the Top'. Most of its stories run whatever length necessary, although its editors prefer the shorter stories. They try to get as many as possible of these stories into one page and whenever they can they illustrate the stories with photographs, cartoons or artists' sketches.

"Distributors, dealers, utility salesmen, and division heads send material and photographs so that it is unnecessary, except on rare occasions, to send a correspondent into the field to dig up material. The task is one of selecting the best material and whipping it into shape."

While not intended for outside consumption, the magazine has produced traceable sales, some of them large. Many dealers clip pages, showing refrigerator installations, and paste them on their windows, especially if the installations are

of interest to people in their territories. Circulation of each issue brings requests for additional copies, which distributors and dealers feel they can use to advantage in their sales work.

Just what is this magazine which produces these results? The best answer to that is to make a synopsis of a typical issue and for that purpose the issue of April 18, 1931, will do as well as any.

The cover of this issue is all in type; the message is: "Now More Than One Million American Families Use General Electric Refrigeration." Covers of preceding issues show pictures of the product, of dealers' stores, cartoons, inspirational messages from executives of the company, etc.

Page two in each issue is taken up entirely with letters from readers, chosen for their general interest and their general coverage. In this issue, the first letter is from a distributor who claims that he ranks second in total sales for 1930, although somebody else has been given credit for it. The second is a correction of an error. The third is of commendation from a home service director. The fourth is a request to enroll an owner of a large light and ice company as a subscriber. Another tells how an unusual sale was made. Thus, the letters cover all types of activities and are varied from issue to issue.

"Under an Iceberg, But — In Need of Refrigeration." An article dealing with Sir Hubert Wilkins' North Pole submarine with a picture of the submarine and another of Sir Hubert standing beside a G. E. refrigerator installed on the submarine.

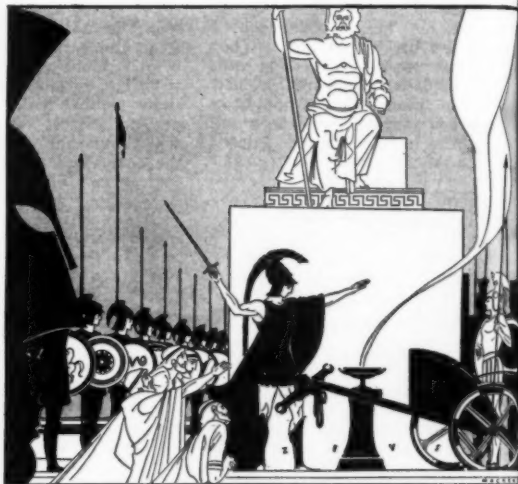
A story of the ninety General Electric refrigerators in the Eastman Kodak factories with a picture of these factories taken from the air.

"Dairyman Buys Eighty-five General Electrics" on page five tells of a large dairy installation, shows the picture of a dairy, of the dairyman, of the dealer who closed the deal, and of three men who were involved in making the sale.

A two-page article showing installations on various ships rang-

ALEXANDER

BECAME "ALEXANDER THE GREAT" WHEN
CUT THE GORDIAN KNOT



Had Houdini lived in Alexander's time, the whole course of Asiatic history might have been altered. For the Gordian knot held the key to power and it steadfastly resisted the skill of all men. • • "Whoever can undo the knot which holds fast this chariot before me shall reign over all of Asia" decreed the oracle. • • Alexander proved himself the Houdini of his time. When he came upon the famed knot on his campaign in Asia Minor, he raised his sword and cut straight through the cable, applying to himself the prophecy of the oracle. • • Thus

Alexander became "Alexander the Great" and the Gordian knot has been symbolical of deliverance since. • • The new Gordian Worsted fabrics developed by Hart Schaffner & Marx perpetuate this interesting legend. Gordian Worsteds are at once pliant, yielding, yet of a vigor which justifies the name they bear. • • Worsted suits are guaranteed to deliver the promise they imply. • • For Spring they are available in the new of Pewter Gray, Tamarack Brown, Vallum Tan, and Blue. • • The suits are fifty dollars at all five States

HART SCHAFFNER & MARX GORDIAN WORSTED SUITS

BASKIN



FIRST AWARD

BEST SINGLE ADVERTISEMENT

First Annual Newspaper Advertising Contest and Exhibit Sponsored by the Advertising Council of the Chicago Association of Commerce



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"WHEN
KNO



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SUITS

. . . working with Mr. Salem N.
skin from his first copy draft we
ried the award winning advertise-
ent through the stages of layout,
prehensive, finished art and into
e hands of the typographer . . . "

A broader service than is usually
pected of an art source—but one that is
omply available to both agency and adver-
er. On finished art for posters—folders—or
ublication advertising — **and in the early**
ages of their planning we believe we
n be helpful. A word will bring our story.

GRAUMAN-JENNINGS

STUDIOS • INCORPORATED

5 E. WACKER DRIVE • CHICAGO ILL.



Sponsor
Commer

ing in size from a private yacht through tug boats to a large United Fruit ship. There are eight pictures, four of ships and four of installations.

A human interest story based largely on quotations from C. M. Ripley, good-will ambassador of the company.

A story showing four apartment houses in which General Electrics have replaced seventy-nine other machines.

A short story with four pictures showing installations in South American stores.

A page, illustrated by a sketch, describing the progress of a sales contest.

Two pages telling, in story and pictures, about the opening of a new Chicago salesroom.

An editorial page with four different editorials dealing with the following subjects: dealer enterprise, the sales possibilities of May 1 (the national moving day), an exhortation to show a particular sales film, and a description of the advantages of selling water coolers.

Number Six in a series on the House of Magic with a striking (no pun intended) picture of a bolt of lightning.

The center spread with six news pictures covering such subjects as a champion company girls' basketball team, a group of New England distributors, a salesman's car stuck in the snow, etc. There is also a page devoted entirely to pictures of a Newark sales convention; a page showing and describing the May and June window displays; a page showing the standings of distributors in a distributors' sales contest, and an article, a page in length, by Edwina Nolan, director of home service, for the company, telling about the home service department's aid in utility sales.

There are at least a half dozen stories, all of them intensely practical.

That is a typical issue and shows the wide variety of material used. It is significant that out of the thirty-two pages, only five are unillustrated. One of the five is the editorial page and another is the page of letters.

In typography, "On the Top" is thoroughly up to date. The paper is a good quality of coated stock and the engravings are well adapted to the paper. The layouts are varied and handled professionally.

To summarize: "On the Top" owes its success to a number of factors the most important of which are: 1. A consistent editorial policy; 2. An understanding of the audience reached by the magazine; 3. Short, well-written articles; 4. Profuseness of illustrations; 5. Regularity of issue; 6. Attractive appearance; 7. Capitalization of readers' interest by the publication of news and letters received from readers; general interest obtained by a combination of text and pictures.

Made Editor of "Materials Handling & Distribution"

John A. Cronin, formerly managing editor of *Materials Handling & Distribution*, New York, has been appointed editor of that magazine.

Appoints Blum Agency

The Actona Research Laboratories, Philadelphia, have placed their advertising account with the Charles Blum Advertising Corporation, of that city. Plans call for use of newspapers in the larger cities of Pennsylvania.

Has Butter Account

The P. F. Brown Company, Philadelphia, has appointed the W. B. MacKenney Company, advertising agency of that city, to direct the advertising of its Gurnee butter. Newspapers will be used.

With Jeffrey Manufacturing

Neil E. Salsich, formerly manager of railroad and mining sales of the Bethlehem Steel Company, has been elected vice-president and general sales manager of the Jeffrey Manufacturing Company, Columbus, Ohio.

Appoints McAdam Agency

The Correct Measure Company, Rochester, Pa., filling station equipment, has appointed McAdam Advertising, Inc., Wheeling, W. Va., advertising agency, to direct its advertising account.

M. G. Jensen Appointed by Insulite

Meredith G. Jensen has been appointed assistant sales manager of The Insulite Company, Minneapolis.

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A NEW ANGLE ON AN OLD ARGUMENT

DAVID vs. GOLIATH

DAVID, A SMALL MAN, SLEW GOLIATH, A GIANT BY STRIKING A VITAL SPOT WITH A SMALL BUT HIGHLY EFFICIENT MISSILE. THE GOLIATH WHICH WE REACH IS THE MARKET OF A MILLION POTENTIAL BUYERS WHO ANNUALLY ATTEND FAIRS, THE HIGHLY EFFICIENT MISSILE IS THE COMBINATION OF DEMONSTRATION, SAMPLE DISTRIBUTION, NEWSPAPER ADVERTISING AND OTHER MEDIA WHICH MAKE UP THE COMPONENT PARTS OF THE WORLD-WIDE SERVICE.

THE UNIFIED ELEMENTS IN THE WORLD-WIDE SERVICE SERVE TO PLACE YOUR PRODUCT IN DIRECT CONTACT WITH A GREAT BUYING PUBLIC. THE ACCOMPANYING CHART SHOWS THE COMPARISON BETWEEN THE INDIVIDUAL MEDIA AND THE WORLD-WIDE UNIFIED MASS-SELLING SERVICE.

Does Use of the Media Below Provide ? →	Display of The Product ?	Practical Demonstration ?	Personal Contact ?	Distribution of Samples ?
Newspaper Advertising	yes	no	no	indirect
Periodical Advertising	yes	no	no	indirect
Poster Boards	yes	no	no	no
Radio Broadcasting	no	no	no	indirect
Direct-by Mail	yes	no	no	indirect
WORLD-WIDE SERVICE	YES	YES	YES	DIRECT

WORLD-WIDE EXHIBITS, INC.

325 W. 41st ST. - - NEW YORK, N. Y.

PHONE: MEdallion 3-3259



At home

TO THE

A. F. A.

From Houston to Atlanta;
from Toronto to London to Phila-
delphia we've traveled with the
A. F. A. Each year, we've met old
friends—made new ones.

It always has been just about
the pleasantest occasion of the year.
And now it seems as though it's
going to be pleasanter than ever;
what with the convention meeting
right in our own back yard.



★ ★ ★

We know that you delegates are going to prove to Mayor Walker that getting the most out of a dinner suit isn't an art exclusive with the head of this fair city. At the same time, we're going to be at home—it's the first time the A. F. A. has given us the chance to hang out our latchstring and we're really excited about it. Won't you drop in and at least shake hands?

We've lots to show you, including our (we hope) famed Readers' Service Department which last year didn't find business so dull—having answered some 15,518 inquiries. We'll expect you.

PRINTERS' INK PUBLICATIONS

185 Madison Ave., (corner 34th St.,) New York

★ ★ ★

AN OPPORTUNITY

For out-of-town guests attending the
27th Annual Convention
of the Advertising Federation of America
in New York City

TO GET BETTER ACQUAINTED
with Germany's Most Influential Newspaper

Berliner Tageblatt

und Handels-Zeitung

AND ITS IMPORTANT AFFILIATED PUBLICATIONS

NATION-WIDE CIRCULATION
THAT MEANS BUYING POWER!

Daily 152,700

Sunday 261,000

48% read by Leading Executives in Finance, Industry and Commerce.

28% read by Government Officials and Professional Men.

24% . . . in Hotels, Travel Bureaus, etc.

Full information furnished by

RICHARD T. MARQUART

General Advertising Representative for the United States and Canada

415 LEXINGTON AVE. * * * NEW YORK CITY

Telephone: VAnderbilt 3-7185

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Letters That Helped Engineers to Become Salesmen

This Company Hired a Group of Young Engineers Inexperienced in the Art of Selling—Then It Set Out to Train Them

VI

WHEN the Neilan Company, Ltd., decided to employ engineers, rather than salesmen, to sell its regulation and control equipment, the problem of inducting these engineers into the mysteries of selling promptly became of paramount importance.

Part of the training was carried on by mail. The advice contained in some of these letters and bulletins is of practical use not only to salesmen in the industrial field, but to those in the general field as well. We are therefore publishing, in consecutive issues, seven letters that helped these engineers find the road to sales success. The sixth letter follows:

* * *

NEILAN Co., LTD.
Los Angeles, Calif.

DEAR RAY:

While we have no intention of turning our sales force into a War College—still we believe there are certain qualities of Napoleon, Farragut, Dewey and other military leaders that the successful salesman can profitably copy.

Old Nap won battle after battle because he had planned them all out years before he actually had the opportunity to fight them.

If you are to succeed, Ray, out there on the sales front you'll have to be a field general and *plan every day's sales campaign* before contact is made each morning. It has been truthfully stated that Time is the one thing that every man gets an equal amount of. You and I have just as many minutes every day as Henry Ford, Owen Young or J. P. Morgan. The only difference is in what we do with these precious minutes.

No matter how good a salesman you develop into, Ray, the volume of your sales will always bear a direct relation to the amount of time which you spend each day

actually talking to prospects. This means just one thing—that *you must schedule your calls before you start out each morning*. This will insure your making as many calls as you intended to and also prevent lost time in shuttling back and forth between inconveniently located prospects.

No goods were ever sold during the time the salesman was going from one prospect to the next.

From experience I know how easy it is to get sidetracked just before making a call upon some "hard egg." It is so easy to look in show windows, get a haircut, and kill time in a hundred other ways.

The same thing used to happen to me about getting started out in the morning. Each day I'd be a few minutes later getting away from the office for *my first call*.

We who are engaged in sales work must bear in mind that our success depends upon being able to consistently make sales. And that this can only be accomplished by telling our message to as many prospects every day as we can get to listen to us. We can only reach this goal by allotting a certain number of talks with prospects for each day. The word "talks" is used in place of "calls" because calls upon prospects that we don't get to talk to are of little value in swelling our monthly sales total.

The old Law of Averages (which dictates that out of every 100 calls you will always sell a certain amount) will reward you handsomely for every extra call you make. Furthermore, by consistent effort you will increase your average until you sell twice as much for every 100 calls.

It takes just as much courage for a salesman to drive himself into the fray each morning on time with a thought-out schedule as it

did for Carideo to plunge into the line where his opponents meant no good for him. But it is only by carrying out the *planned plays* that All-Americans are made.

We believe, Ray, that you think enough of Mrs. K. and your fine

little son that you will want to plan each day's work so that you may follow in the footsteps of today's big men.

Sincerely yours,
T. J. NEILAN,
President.

Angles on Space Buying

How Account Executives May Help the Advertising Agency
Space Buyer

By E. K. Stevens

Vice-President, O. S. Tyson and Company, Inc.



Blank-Stoller, Inc.

"**C**OMPLETE coverage—largest circulation in the field!" How often have you heard that claim in buying business-paper space? But what is *complete* coverage—does *any* publication give it to you—what if it does?

For instance, suppose you have 1,500 prospects in a field reached by possibly three publications. Maybe one publication has a circulation of 2,000, another 3,000 and the third 4,000. The fact that one publication has a circulation of 4,000 does not necessarily mean that it reaches your 1,500 prospects more efficiently than the other two. The first publication, with only 2,000 circulation, may be doing a much better publishing job, may be actually reaching more of your real prospects than either

of the other two publications. Figures are very often misleading and sometimes result in the selection of the wrong, or at least not the best, mediums for advertising a given product. True enough, the publication with the largest circulation may very well be the correct one to use, but considerable care should be taken and too much stress should not be placed on mere numbers of subscribers.

What good is a salesman if he goes to a prospect but never sees him? What good is "coverage" unless that coverage means a "hearing." After all, if our advertising gets an opportunity for a hearing by the prospects we want to reach, the publication has done its part of the job. From there on, it is up to our sales message in the advertising itself to make the best of the opportunity to help sell our products and services.

The problems of each advertising agency client naturally vary considerably, and it is quite difficult for one man to have a constant, intimate knowledge of every client's business. With constantly changing markets and varying buying habits, it is even more difficult today for one man to keep in touch with these developments.

Hence, in our agency, in addition to the space buyer's contacts, we believe it is essential for each account executive to interview various publishers frequently. By this method we are better able to keep posted on developments in the various markets in which our clients are interested.

TRUE-TONE

PHOTOGRAPHS

Show Your Products Accurately in Colors

The "TRUE-TONE" process of photographic tinting is one of the greatest advances in modern selling.

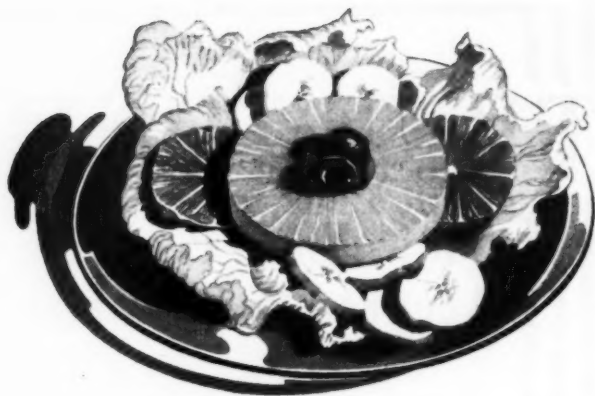
Progressive Sales-Managers and Advertising Executives have found that "TRUE-TONE" photographs solve the color problem in salesmen's portfolios, limited editions of wall hangers, counter or window displays, street car cards, etc.

This new process of color reproduction is remarkably accurate and uniform. It is water-proof, fadeless and just as durable as any ordinary black and white print. The cost is astonishingly low, in fact, usually only a fraction over black and white cost.

Send us two prints with color reference for a practical demonstration and specify quantity required so we can quote. We will be pleased to finish a print in color, without charge or obligation, to prove the effectiveness of "TRUE-TONE" photographs. Let us make this test for you.

The AD-ART PHOTO Co.
1889 E. 82nd Street, Cleveland, O.

NOTE—There is an opportunity for live, progressive, salesmen to represent us throughout the country. Write for our sales plan, giving the essential facts of your qualifications.



Putting Appetite Appeal into Black and White Food Pictures

ONE of the most difficult problems of the food advertiser is to get illustrations for newspaper use that are both realistic and appetizing looking. Through close co-operation among advertising agencies, artists, engravers and the newspapers some excellent illustrations are appearing these days. Among those food advertisers who have had considerable success in making their illustrations look yummy, is the Hawaiian Pineapple Company, packer of the famous Dole pineapple.

The accompanying illustration is from a recent Dole advertisement. Doesn't that salad look delicious? Hasn't that picture got more sparkle and beauty than most food pictures? This, and the other illustrations in the campaign, are receiving much praise and several advertising men have asked how such results were obtained.

Here's the answer: The tempting dishes to be portrayed were prepared in a test kitchen. A photographer was on hand to take his pictures as soon as the dishes were ready. It is important when taking food pictures that cooked things be hot from the oven and that salads and other foods be crisp

and fresh. A number of shots were taken by the photographer so that the best might be selected. The lighting was watched closely so as to get as contrasting a print as possible.

The best photograph was turned over to an artist who used it as a basis for his wash drawing. The artist kept in mind that his picture was to be used in newspapers. He simplified the number of tones, emphasizing certain parts and graying some of the others.

Inasmuch as a drop-out halftone was to be made, all whites were gone over with pure white because the artist's board or paper on which the drawing was made was not pure white itself. This is almost always true and should be borne in mind when drop-outs are being considered.

A fifty-five line screen was used and the results obtained were unusual for such a coarse screen. Such results are only obtainable by the closest co-operation among advertising agency, artist and engraver.

Food advertisers who want realistic pictures in their newspaper advertising would do well to study the Dole campaign.

For Sale

People's Popular Monthly

1. Subscription List of more than 1,000,000 paid in advance subscribers.
2. Complete publishing plant. Modern concrete fireproof building, with about 30,000 square feet of floor space. Sufficient ground to increase floor space to 75,000 square feet. Railroad switch running into the building, and automatic oil heating plant.

Three Cottrell Magazine Presses, Pollard-Alling Mailing Equipment, Automatic Mailer, Stitchers, Trimmers, Job Presses, Complete Office Equipment, etc.

3. Building has sufficiently strong construction to carry heavy loads. Four blocks from the Des Moines Post Office, with low taxes. Ideal building for publishing plant or for other lines of business requiring railroad track-age, accessibility and economical operation.

Magazine, Plant and any Equipment will be sold together or separately, if desired.

*Especially attractive prices will be
quoted for a quick sale.*

Address:

Carl C. Proper, Receiver

People's Popular Monthly Des Moines, Iowa

Are Advertisers Waiting for Resurrection Day?

CURTIS LIGHTING, INC.
CHICAGO, ILL.

Editor of PRINTERS' INK:

About ten years ago the writer, who was then in charge of our advertising and sales promotion work, was given an assignment to build up export sales for our organization. At that time because of years of work in the advertising department his name was naturally on the mailing lists of publications, advertisers, etc.—like every man in a similar capacity. In the interest of economy, during these years I have written from time to time to these people to correct their mailing lists.

I have returned to the desk at which advertisers, publishers and others have been attempting to address me, and other men, during these many years but it is just recently that I am at all interested in their messages. If the mail which I have received in these many years were multiplied by the tens of thousands of organizations who have similar changes, you can see that the waste is tremendous.

Neither you nor I can believe that all advertisers, publishers, etc., are continuing their mailing lists which they have had for years in the hopes that there will be a Resurrection Day and that those men whom they have on their list will "come to life again" in an advertising capacity.

One more example—an advertising agency has recently put out one of the most fascinating promotional mailings that I have ever seen—sending an average of one letter or broadside every ten days for the last three months. They have on their mailing list for our organization no less than eight names—in which are included four who are no longer associated with our company and two executives who never have been and probably never will be interested, even to the point of being an ally or influence in selecting an advertising agency.

There is no question but what this subject has been discussed and is covered periodically in various publications. In this period there is no job in my belief which is more important to be done in any organization than to keep constant check on mailing lists—to reduce the mortality to a minimum, and to make certain that "we are not waiting for Resurrection Day."

C. E. JOHNSON,
Sales Promotion Manager.

Appoints Milwaukee Agency

The Diana Manufacturing Company, Green Bay, Wis., manufacturer of paper products and sanitary goods, has placed its advertising account with Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee advertising agency.

To Edit "World's Work"

Alan C. Collins, formerly with the Philadelphia *Evening Ledger*, and, later, with the *Ladies' Home Journal*, has been appointed editor of *World's Work*, Garden City, L. I.

A. F. Neumann Advanced by Zellerbach

A. F. Neumann, for many years in a sales capacity with the Zellerbach Paper Company, San Francisco, has been advanced to assistant sales manager of the printing paper department. Milton L. Colton continues as assistant sales manager of this department.

M. V. Engelbach Joins Wyly Agency

M. V. Engelbach, formerly general manager of the Aviation Institute of the U. S. A., has joined R. D. Wyly, Inc., Washington, D. C., advertising agency, as treasurer and production manager.

To Represent Hartrampf

Robley D. Stevens, who was formerly assistant merchandise manager of Jacob Rud's Sons and MacDonald & Campbell, Philadelphia, has joined the Hartrampf Company, Atlanta, Hartrampf Vocabularies, as director of advertising and representative in Philadelphia and New York territory.

G. B. Norton Heads Kiel Furniture Sales

George B. Norton, formerly general sales manager of the Nappanee Kitchen Cabinet Company, Nappanee, Ind., has become general sales manager of The Kiel Furniture Company, Milwaukee, manufacturer of tables.

T. E. McCann with Los Angeles Publication

Thomas E. McCann, formerly New England advertising manager of the Radio Science Publications, Inc., has been made advertising manager of *The Country Club Magazine*, Los Angeles.

Death of Jacob Pfeiffer

Jacob Pfeiffer, formerly advertising manager of the Remick Music Publishing Company, Detroit, and, for nearly twenty years advertising manager of the Detroit Creamery Company, died recently at that city. Mr. Pfeiffer, who was forty-four years old, also operated the Pfeiffer Advertising Agency.

Has Airplane Account

The E. M. Laird Airplane Company, Chicago, has appointed the Albert L. Lauer Company, advertising agency of that city, to direct its advertising account. Aviation magazines and direct mail will be used.

To Represent Texas Newspaper

The Waxahachie, Texas, *Light* has appointed the Texas Daily Press League, Inc., as its representative.

Now you can use mats

An entirely new method of making a different type of mat—the ELECTROMAT—enables you to send mats of advertisements including halftones, to newspapers with the certain result you get from the finest electrotype.

Until now, there was no mat, wet or dry, that could be sent to newspapers with the positive assurance that the engraving and type would print as clearly and faithfully as an original form or an electrotype.

The Electromat has changed this. Here is a mat, with a clean, smooth surface, metallic in appearance, from which stereotypes can be cast with the fidelity of the original plate. It will not blister nor will there be perceptible shrinkage. The savings to be made are indicated in the following:

Packing and postage only, for full page newspaper electro with halftones and type, delivered from New York to Kansas City, parcel post, special delivery \$2.55

Cost of full page Electromat, including packing and postage, of same subject delivered by first class mail from New York to Kansas City \$2.40

Thus Electromats, delivered, cost less than the packing and postage of electrotypes. What would this save you on your annual schedules?

We will gladly make sample Electromat of any subject for you to be tested in competition with a newspaper electrotype, or any other type of mat. We are ready to accept a limited volume of work.

FINE SCREEN MAT CORPORATION

228 E. 45th ST., N.Y.C.

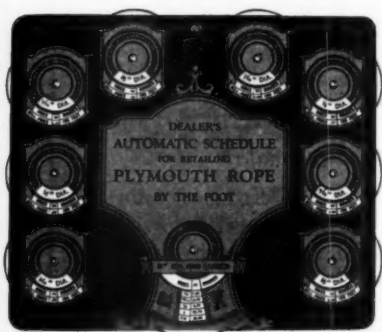
Tel. VAnDerbilt 3-5490

Dealer Helps That Retailers Are Glad to Use

The Sixth of a Series Appearing in the First Issue
of Each Month



Rests on showcase—helps dealers answer the two most frequently asked questions: "What and how much silver do I need? Contains one each of twelve items and—in a drawer—some single serving pieces. The sampler idea applied to silverware by 1847 Rogers Bros.



The Plymouth Cordage Co. wants dealers to sell rope by the foot—not by the pound. With the Plymouth Chart, a quick turn of the dial and a glance at the index number, enables instant quotation of a definite price



Frederick Stearns & Co. offer dealers a standard-sized medicine chest. Given away with an \$8.80 deal of Astring-o-sol. Colored a pastel green

June 4,

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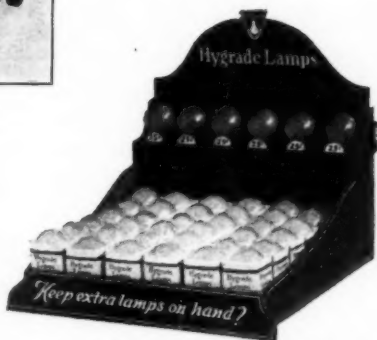
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ORTHOGON LENSES

Little wooden block letters. Sold by Bausch & Lomb to dealers at \$1 per set. Used for various display purposes.

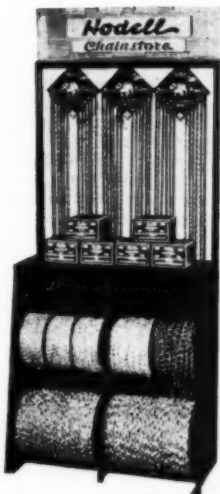


Made of cardboard, lithographed in imitation of mahogany. Price cards are detachable. Sold to dealers for \$1. Offered, once, free with special assortment. Used only for colored lamps. (Hygrade Lamp Co.)



Offered by Congoleum-Nairn, Inc., for use in window and on floor. Figures are lithographed—life size and in full color. The rug chart is detachable—display is kept up to date simply by changing the chart

The Chain Products Co. calls this its Chainstore. A steel cabinet, silver bright and galvanized. Supplied in four models to suit store. Occupies only 2½ square feet of floor space. Sold with assortment offer



Growth of the New England Council

WIGGINS SYSTEMS LIMITED
WINNIPEG, CANADA

Editor of PRINTERS' INK:

Will you please send me the bibliography of articles dealing with the New England Council that has been promoting New England industries?

WIGGINS SYSTEMS LIMITED,
CHAS. S. WIGGINS,
President.

FOUNDED in 1925, the New England Council has proved to be one of the most successful and most unusual examples of successful business co-operative effort in the history of the United States. It originated because business leaders in the New England States saw that the section was faced with the possibility of industrial demoralization and that no one individual or one industry could hope to correct the condition. These leaders saw clearly that every industry in the section was bound to suffer if any two or three industries suffered.

The council itself is composed of seventy-two members and is in reality the creature of an overbody, the New England Conference. The council is the working organization while the conference is an assembly which delegates its powers to the council, which reports annually to the conference on the progress of its work and often initiates recommendations in the conference for future work.

Operating under the council are a number of committees which deal with distinct phases of New England industrial life, such as power, agriculture, forestry, research, community development, recreational development, etc. In addition, each State has its own council which deals with those problems that are individual with the State.

It is impossible, of course, to list in limited space the many accomplishments of the council. Most important, perhaps, is its success in creating a definite New England morale which has saved the section from much grief and woe that might otherwise have

overwhelmed it. Particularly successful has the council been in reviving dying industries and in fostering agriculture and community and recreational development.

The last two years have put the theory of the New England Conference and the New England Council to a rigid test. That they have come through this test with flying colors is a tribute to the idea of the founders of this unique experiment in community co-operation. The council, with the wholehearted co-operation of the section's business men, has made a number of important surveys of New England business and has issued from time to time important bulletins outlining programs to be followed during times of depression.

PRINTERS' INK has followed the work of the council with great interest and has published several articles telling of its structure and its accomplishments. A list of these articles will be sent to anyone on request.—[Ed. PRINTERS' INK.]

"Wood Products" Appoints A. E. Wailes

Alvin E. Wailes has been appointed to represent *Wood Products*, Chicago, in metropolitan New York, New England, New Jersey and Eastern Pennsylvania, with headquarters at 55 West 42nd St., New York. He will also represent *Hardwood Buyer's Guide*, which is also a publication of the Lumber Buyers Publishing Company, publisher of *Wood Products*.

Railway Account to Houck

Houck & Thomas, High Point, N. C., advertising agency, has changed its name to Houck & Company, Advertising. This agency has opened offices at Roanoke, Va., in the Colonial-American National Bank Building.

The Norfolk & Western Railway Company, Roanoke, has appointed the Houck agency to direct its advertising account.

New Business at Portland

Robert Smith, formerly advertising manager of the Eastern Outfitting Company, Portland, Oreg., has opened an advertising business at that city under his own name.

With Interstate Agency

G. Foster Buckman, for the last four years with the Wesley Associates, New York advertising agency, has joined the Interstate Advertising Agency, Newark, N. J., as assistant to the president.

ADVERTISING

• DISPLAYS •



A PRODUCT OF MATHEWS

The Mathews kind supplies that powerful, last minute impulse that "corrals" the sale. It prompts the right decision at the proper time. Let us design your next advertising display so that you may become one of the many satisfied users of our products.

SOME OF MATHEWS PRODUCTS

Metal Display Devices
Framed Signs
Merchandise Displays
Metal Flange Signs
Highway Bulletin Signs

Spot Welded Cabinets
Bracket Signs
Stamped Frames
Pulp Back Hangers
Metal Tackers

Also makers of sand blasted signs and glass signs of all types.

USERS OF MATHEWS PRODUCTS

Frederick Stearns & Co.
U. S. Rubber Co.
Standard Oil Co.
E. I. DuPont De Nemours
Coca Cola Co.
Battle Creek Food Co.
Champion Spark Plug Co.

James Vernor & Co.
National Refining Co.
Johnson & Johnson
Corduroy Tire Co.
Detroit Auto Club
Fairbanks-Morse Co.
Morton Salt Co.

THE MATHEWS COMPANY

1230 MELDRUM AVE. - - DETROIT, MICHIGAN

"108 MORE CARS

**Sold in First Four
Months of 1931
Than in Entire Year
of 1930"**

The above statement was contained in a letter to the NEWARK EVENING NEWS from the local distributor of two well-known makes of automobiles. He further stated:

"The above announcement is to us the most tangible proof of the business boosting power of the NEWARK EVENING NEWS, as our lineage in it this year was increased in proportion as our sales increased over the same period."

'angible proof, too, that business in the Newark market is good—that advertising in the country's largest six-day newspaper does pay.

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey
O'MARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

When Maps Are Used, Beware

A bulletin cautioning publishers against the use of maps and other material for which permission of the copyright owners has not been granted has been issued by the National Publishers Association. The bulletin recites the experience of several members of the association who were subjected to actions for damages taken by an attorney for reproducing portions of maps which had been copyrighted by certain map companies.

In the case of advertising copy, the bulletin suggests that an agreement be drawn up with the advertiser or advertising agency holding them liable for any court costs or damages that might arise from the use of such material. The bulletin further suggests that, when necessary, government maps which are not copyrighted be secured at a nominal price.

Absorene Bringing Out New Product

The Absorene Manufacturing Company, St. Louis, is planning to introduce a new product under the name of "Abso," a water softener and a general cleaner for household use. A test campaign is being made in St. Louis, using newspapers and radio.

Milwaukee Food House Starts Campaign

John Hoffman & Sons Company, Milwaukee, coffee roasters and packers of food products, have started a newspaper and radio advertising campaign under the direction of Klau-Van Pietersom-Dunlap Associates, Inc., advertising agency of that city.

W. F. Deveneau with Strobbridge

W. F. Deveneau, formerly vice-president of The Archer Advertising Company, Cincinnati, has joined The Strobbridge Lithographing Company, also of that city, as director of merchandising.

Changes on "Illinois Chamber of Commerce"

J. T. Meek, for four years advertising manager of the *Illinois Journal of Commerce*, has been made editor. R. E. Creighton has been made advertising manager.

P. H. Bonner Leaves StehliSilks

Paul Hyde Bonner has resigned as vice-president and director of the Stehli-Silks Corporation, New York, with which he has been associated since 1919.

Appoints Tucker Agency

Hubbard Brothers & Company, New York, stocks and bonds, have appointed The Tucker Agency, Inc., of that city, to direct their advertising. Newspapers will be used.

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To Publish New Directory

"The Electric Farm Equipment Directory and Sales Manual" will be issued early in the fall by the Case-Shepherd-Mann Publishing Corporation. It will serve the field of rural electrification.

J. E. Waggoner, director of research of *Electricity on the Farm*, will be in charge of editorial preparation for the directory.

Made Advertising Director, "Industrial Digest"

Earl Hamilton Smith, at one time associate editor of *The Shrine Magazine*, has joined Russell's News Publications, Inc., New York, as advertising manager of *Industrial Digest*. He will also act as director of the company's Bankers Economic Service.

Appoints Wood, Putnam & Wood

Kwong Yuen & Company, New York, Chinese importers, have appointed the Wood, Putnam & Wood Company, Boston advertising agency, to direct their advertising account.

H. D. Fansler with Ship Paper

Henry D. Fansler, formerly a member of the national advertising staff of the New York *Herald Tribune* and, at one time, with *Asia Magazine*, New York, has been appointed New York representative of the *Chicago Tribune Ocean Times*, circulated on passenger vessels.

Roy Quinlan Locates in New York

Roy Quinlan, formerly president of the Quinlan Company, Chicago advertising agency, is now located at New York, where he is making his headquarters at 274 Madison Avenue.

Has Hotel Account

The Monarch Apartment-Hotel, Los Angeles, has appointed Bruce Daniels, Advertising, also of that city, to direct its advertising account. Newspapers in Texas, Colorado, New Mexico, Arizona and California, as well as direct mail, will be used.

Appoint Mogensen

The Baker, Oreg., *Baker County Record* has appointed M. C. Mogensen & Company, Inc., publishers' representative, San Francisco, as its national advertising representative. The Miami, Ariz., *Bulletin* has appointed the Mogensen company as its representative on the Pacific Coast.

Joseph H. Lowinger has opened an office at 608 Sweetland Building, Cleveland, offering a market research service, specializing in field investigations and interviews.

"Who Will Work On My Account?"

Good brains in an advertising agency are valuable to you only if they are applied to your job.

THIS IS AN ADVERTISEMENT BY THE HAZARD ADVERTISING CORPORATION OF NEW YORK

There are a lot of fine agencies. And in every one of them are men and women of outstanding ability. Does that mean that any good agency can produce as satisfactory per dollar results for you as the next?

It emphatically does not!

An efficient agency is organized to apply its best brains only to certain types of work under certain conditions . . . and "don't let anybody tell you different." If you choose the agency whose operating methods fit your particular job, you get the best brains your agency has. If your agency's working plan and your job don't fit, you won't get the best the agency can give . . . and its fine reputation, large or small list of accounts, impressive past record on other people's merchandise will not sell your merchandise.

It is the job done for you that counts.

"AND HERE'S HOW" is a booklet whose flyleaf carries this inscription . . .

"It took us eleven years to write this book. You can read it in five minutes flat."

This booklet is an entirely frank, specific description of operating method . . . of wherein agencies are not alike. It admits that no one agency can do every job best.

Knowing how to judge between organization "set-ups" is the only way to know that the best brains of your agency will be on your job.

"AND HERE'S HOW" may interest you considerably. It certainly can't bore you long.

We have tried, sincerely, to bring some definite basis of intelligent selection to a problem much befogged with generalities.

If you would like a copy, have your secretary write "booklet please" to the Hazard Advertising Corporation, 295 Madison Avenue, New York.

Nine Advertising Points for the Big Chief

(Continued from page 8)

"Here is what Mr. Blank says about himself and his business at the Men's Club meeting," and he read aloud advertisements carrying the name of a prominent automobile manufacturer, producer of foods, a clothing manufacturer, a shaving preparation. It is a test that should be tried more often. There would be less "talking big," more sincerity, more helpfulness.

8. Is our advertising effort too diffuse?

Large expenditures in irregular media, for charity, entertainment and free goods, all grouped under the omnibus head of advertising, are requiring much time and trouble to untangle. It is a time to use straight shooting, concentrated advertising in recognized media with copy and programs going in a direct line toward previously set objectives.

9. Does our advertising help build continuous employment as well as sales?

Realizing that every speech, public pronouncement, editorial opinion, and Government statement tells business men that only individual effort can pull them out, business men are studying some of the outstanding plans for steady employment. Business that is going to persist must offer more than spasmodic or seasonal jobs. There is going to be more responsibility for "running regular." Every workable plan examined and studied has had as a definite part of the picture, advertising to build off-season sales or future demand. The alert president is going to look at his advertising with this angle of it looming big. The advertising agent who senses this is going to be closer to many of his big accounts than he has ever been in the past, and getting a bigger kick out of doing this sort of sound job.

* * *

My nine points for presidents in their relation to their company's advertising are not inclusive by any

means. But this list, suggested by presidents, does, I am sure, contain good questions for many other presidents to ask themselves.

The men who are going to help make advertising a more efficient tool for permanent profits are the presidents of the companies that use it.

P. G. Yale Advanced by Dominion Rubber

P. G. Yale, sales manager of the Toronto branch of the Dominion Rubber Company, Ltd., has been made sales manager of the tire division for the Prairie Provinces, with headquarters at Winnipeg. Mr. Yale, who has been with the company for over ten years, succeeds J. G. Newmon, who has joined the Legare Motor Company, Ltd.

R. S. O'Neill Joins Carroll Dean Murphy

R. S. O'Neill, formerly vice-president of Brooke, Smith & French, Inc., Detroit, has joined the copy staff of Carroll Dean Murphy, Inc., Chicago advertising agency. He was at one time assistant copy chief of the Campbell-Ewald Company, Detroit.

D. F. McConnell, Jr., with McLain Agency

D. F. McConnell, Jr., formerly with the Philadelphia Evening Bulletin, and, until recently, on the advertising staff of the Leeds & Northrup Company, of that city, has joined the copy staff of the McLain Organization, Philadelphia advertising agency.

Coopers, Inc., Appoints Needham, Louis & Brorby

Coopers, Inc., Kenosha, Wis., men's hosiery and underwear, has placed its advertising account with Needham, Louis & Brorby, Inc., Chicago advertising agency.

Hugh Ryan with Blaker

Hugh Ryan has joined the Blaker Advertising Agency, New York, as art director. He had been with the J. Walter Thompson Company for seven years, more recently as art director at the Montreal office.

Mason Ham Joins Humphrey

Mason Ham, formerly with the Boston Herald, has joined the H. B. Humphrey Company, Boston advertising agency, as a copy writer and research man.

Appoints Stypes

The Richmond, Calif., Record-Herald has appointed Arthur W. Stypes, Inc., publishers' representative, as its national advertising representative.

To Manufacturers and Advertising Agencies:

HAVE YOU CONSIDERED PREMIUMS?

The services as consultant of Sales and Advertising Manager of large company successfully using Premium Advertising for over 20 years, are available to manufacturers and advertising agencies now using, or contemplating the use of premiums as a permanent part of their sales and advertising programs.

Counsel available on all branches of Premium Advertising.

- What articles can utilize Premium Advertising with reasonable expectation of success,
- proper relative cost of premiums to advertising budget or percentage of profit.
- how to properly merchandise articles having redeemable tokens,
- how to estimate expected percentage of redemptions,
- how to select and purchase premiums,
- how to redeem tokens.

Those interested in obtaining counsel on any phase of Premium Advertising, address "J," Box 196, Printers' Ink.

This job requires:—

1. The ability to write clear, concise, interesting exposition, explaining in concrete terms how to do a given job.
2. Successful experience in selling or merchandising.
3. An analytical mind, coupled with ability to think constructively.
4. A personality which will insure successful contacts in a large organization.

This is a staff training job in a merchandising organization employing over twenty thousand people. It will pay from three to six thousand dollars now, depending on qualifications.

Consideration will be given only to applicants who can meet *all* these requirements. Training experience is desirable, but not essential. Send a photograph and samples of writing with the letter stating your qualifications.

All communications will be handled confidentially.

Address "L," Box 197, care of Printers' Ink
231 South La Salle St., Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6800. President and secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Chicago: G. A. Nichols
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, JUNE 4, 1931

Sell at a Profit

"There is not a single line in the steel business today, in my opinion, where there is an adequate cost return on finished materials." This statement was made by James A. Farrell, president of the United States Steel Corporation, to the members of the American Iron and Steel Institute.

In an analysis of the ills of the rubber industry, Howard Wolf, in the June *American Mercury*, points out that one of the worst of these ills is to be found in the unfavorable bulk sales contracts under which tire manufacturers sell at near cost or even below cost, to automobile manufacturers for original equipment.

In almost every industry today it is possible to find plenty of examples of profitless selling. That the situation is worse in some industries than in others is to be expected. That far too many in-

dustries are tainted by its touch is disheartening.

In the boom times of a few years ago we heard much about profitless prosperity. With the departure of prosperity the idea has been forgotten—and yet boosting sales volume without getting corresponding increases in profits was one of the contributing factors to a slump which already is below comparative levels of preceding slumps.

To hope to get out of the slump rapidly by a continuation of the tactics which threw us into it is illogical. Yet many companies, up to their ears in competitive battles, thirsty for sales, desperate for dividends, are today selling without adequate profit.

Such practices are unfair to the stockholders and the workers alike. Worse still they represent a disease that will linger long after business has begun to recover and will retard recovery.

It is time that American business faced this problem frankly and un hypocritically. It has temporized long enough.

Indiana and the Independent

The Indiana chain-store tax decision has been received by independent retailers with loud huzzas. Already retail groups in a number of States are working beaverishly for similar legislation. Fall sessions of State legislatures are likely to declare open season on the chains.

In their elation, independents overlook the fact that the Indiana decision may be one of the worst things that has ever happened to their cause. The battle between independent and chain is not alone one of big money against small money. It is also a warfare of brains against brains.

During the last ten years, leaders among the independent group have emphasized again and again the fact that price is not the only factor in the chain's success. The Louisville Survey demonstrated pretty conclusively that failures among grocers are due to many other factors besides that of price. Numerous efforts have been made to show the independent how he

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can be a better business man and to prove to him that he has certain advantages which the chain can never have. This educational movement has met with considerable success.

If the independents take the Indiana decision as an indication that from now on they can depend upon legislation alone for their success, their cause is lost. The history of legislation in this country proves only too clearly that laws directed at large corporations and their practices can be circumvented. It is possible that by the time the smoke has cleared away and business is able to see the Indiana decision in perspective the chains will be in a stronger position than ever before. At least today they are more thoroughly awake to the menace of adverse legislation than ever before.

If the independents are going to survive and flourish they must take the Indiana decision as an incidental victory in a large campaign. They must continue their educational efforts. They must look to the Government not alone for laws but also for the much more valuable type of help which the Department of Commerce and other departments are able to offer through such investigations as the Louisville Survey, the Census of Distribution, etc.

The chains cannot be throttled by legislation.

There is room in this country for both independent and chain.

These two facts should be firmly imbedded in every retailer's mind. The ultimate solution to the baffling problems raised by the fight between chains and independents will not be found in legislative halls. It will be found in retail stores.

"On the Way Out"

There is a lot of loose thinking and talking going on these days. It is easy to take any given data and arrive at an erroneous conclusion. Because the earnings of certain companies have dropped to the vanishing point, there are people who will attempt to prove that these companies

are therefore "on the way out."

The railroads, for example, so we are told frequently, are "on the way out." The gloomy prognosticators point to the diminishing returns of these carriers and attribute this to loss of traffic to buses, trucks, inland waterways, pipe lines, etc. Yet the decline in railroad traffic has been less than the decline in industrial production or in the gross sales of many of the leading industrial companies. The unfavorable factors—buses, trucks, airplanes, etc.—were present in 1929, a year in which railroads generally reported satisfactory profits.

There is no strong evidence that the railroads are "on the way out." Those who make such a statement do so either in ignorance or with malicious intent.

And this is only one example of the kind of loose talk that is prevalent. Many companies and entire industries are suffering because of malicious rumors started by unfriendly interests. "I hear that they are on the way out" is the latest weapon of the competitor-knocking salesman. And earnings statements furnish plenty of ammunition.

No doubt some companies are "on the way out." This is always true. But there is danger in jumping to that conclusion merely because earnings are off. If reporting a loss for the first quarter of this year were proof that failure is imminent, such companies as Westinghouse, American Rolling Mill, Chrysler, International Silver, and many other prominent concerns are "on the way out."

Of course, profits are the ultimate aim of all business. But it is silly to conclude that any company that fails to show gains in income every year is through. Well-managed, strong companies can weather worse storms than the present one. It is unfair and foolish to help spread "on the way out" rumors.

Bankers and Wages

The Guaranty Trust Company of New York is to be congratulated on its sane words in regard to the attitude of bankers toward the wage problem.

There have been several state-

ments made recently that attempted to link all bankers as having one philosophy. This is obviously as foolish as trying to suggest that all grocers eat fish, or that all interior decorators are Congregationalists.

The clear-cut schools of thought exist on the subject of wages in both banking and industrial circles. The Guaranty survey says: "The fact that a few individual bankers have expressed their personal opinions on the wage question, does not commit bankers as a whole or as a class to any position on the problem. Bankers differ in their attitude toward the wage problem as toward other economic problems, and the attempt to generalize regarding banking's position on this question is not warranted. . . . The question of the economic value of high wages and the economic necessity of lower wages are open to discussion and upon them bankers differ as do all other classes."

One school of thought sees high wages helping to prolong unemployment because lower wages would give work to a great number. The other school points out with equal vehemence that it isn't as simple as all that—that staggered employment at full wages is the soundest economic policy.

One school feels that a reduction in wages would reduce the price of products at the retail counter. The other school suggests that as the average labor cost of all products is 16 $\frac{2}{3}$ per cent of cost, even a 20 per cent reduction in wages would, presuming that the saving were passed on at the retail counter, admit of a saving of a little less than 4 per cent.

Another viewpoint, expressed by President James Farrell of the United States Steel Corporation, is that the adjustment called for by the present depression would be far less drastic if business men fight the downward trend in prices, wages and dividends instead of conforming to or anticipating them, and selling goods at less than the cost of production. What Mr. Farrell said about some men in the steel industry who seek to maintain volume by cutting prices, costs, wages, dividends until they are doing business on a charity basis,

would apply to individuals in some other industries.

In many smaller companies the matter is very practically before the owner who finds himself required to cut his own compensation, his dividends and wages if he is to stay in business. In other concerns with a large surplus, it is often a matter of management policy whether money shall be taken out of labor's pay envelopes, or whether labor costs can be cut by elimination of waste, better planning with no decrease in pay envelopes, as was suggested by Charles M. Schwab at the same meeting Mr. Farrell addressed.

The more one studies and reads the whole wage controversy, the surer one becomes that there is no sure short cut to better times, that economics is as complicated as life itself and that each individual industry is going to work out its own problem in its own way under sound leadership and without recourse to panaceas which are extremely simple on paper, but are not so simple when analyzed carefully and their possible effects considered.

J. S. Tritle Advanced by Westinghouse

J. S. Tritle, formerly vice-president in charge of manufacturing operations of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been elected vice-president and general manager in charge of manufacturing, sales and engineering operations.

F. S. Roberts Has Own Business

Frank S. Roberts, formerly in the national advertising department of the Detroit *Free Press*, has opened offices in Detroit as a publishers' representative.

Brookmire Appoints Guenther-Law

The Brookmire Economic Service, Inc., New York, has appointed Rudolph Guenther-Russell Law, Inc., advertising agency of that city, to direct its advertising account.

Inecto Appoints Louis C. Pedlar Agency

Inecto, Inc., New York, maker of Notox, has appointed the Louis C. Pedlar Corporation, advertising agency of that city, to direct its advertising account.

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Regularization of Employment means Regularization of Sales

(Extract from a talk by Laurence G. Meads, partner,
The Blackman Company, at the A. A. A. A. Convention.)

"Regularization of employment is one of the broadest questions we face, and because, in the final analysis, it is a question of regularizing demand or of guaranteeing demand it is peculiarly a problem of the advertising agent and the advertising department of the manufacturer.

"A company successful in guaranteeing employment has, first of all, been successful in minimizing peaks and valleys of production.

"Regularizing production becomes prohibitively expensive if not impossible unless some measure of regulating demand can be established. It is certainly significant that the company which has

gone the farthest in guaranteeing employment is a company that for years has been a leading advertiser.

"The responsibility of industry to guarantee labor an opportunity to work, is in part the responsibility of the advertising agent, for industry has no sure cure for unemployment except work itself—and work depends upon demand. Demand is a consumer state of mind, and no single factor influences the consumer state of mind as positively as the work of the advertising agent."

We shall be glad to discuss this subject with any interested advertiser

★

THE BLACKMAN COMPANY

Advertising

122 EAST 42ND STREET, NEW YORK, N. Y.

MAGAZINE NEWSPAPER OUTDOOR STREET CAR RADIO

Advertising Club News

Cincinnati Club Elects R. M. Fleming

Robert M. Fleming, assistant sales manager of the Henderson Lithographing Company, was elected president of the Advertisers' Club of Cincinnati at a reorganization meeting of its board of governors held on May 28. Curtis W. Van de Mark, president of the Health-O-Products Company, was elected vice-president; Albert H. Apking, advertising manager of the E. & J. Swigart Jewelry Company, secretary, and Clifford Fox, of the Cincinnati Post, treasurer.



© Bachrach

R. M. Fleming

The following were elected governors for a term of two years: Thomas Albershart, treasurer of the Albershart Paper Company; Foster F. Hayes, president of Consolidated Artists; John Hennegan, vice-president of The Hennegan Company; A. S. Holtman, advertising and sales promotion manager of The Fecheimer Bros. Company; Plez R. Pettit, advertising manager of the Cincinnati Post and Mr. Van de Mark.

Hold-over governors are: Roger Fenger, retiring president; C. E. Bennett, Myron L. Smith, Harry L. Adams, William A. A. Castellini and Mr. Fleming.

At the same meeting of the board of governors, Mr. Fenger was appointed delegate-at-large and Mr. Fox alternate to officially represent the Cincinnati club at the Advertising Federation of America convention at New York.

* * *

Hartford Club Elects

Frank C. Tindale, paper manufacturer, was elected president of the Hartford Advertising Club at its annual meeting. Other officers elected were: Vice-presidents: financial, Lester E. Shippee, State bank commissioner; industrial, Raymond A. Gibson, advertising manager, Hartford Electric Light Company; commercial, Bertram A. Morency, advertising manager, G. Fox & Company and, arts and crafts, Erwin B. Cotton, sales manager, R. S. Peck & Company.

Miss Fernande Fichot, assistant secretary of the Connecticut Chamber of Commerce, was elected secretary of the club; Miss Matilda Pfund, Finley Bros., Inc., executive secretary; J. Herbert Finley, Finley Bros., Inc., treasurer and Bert C. Gable, Jr., Case, Lockwood & Brainard, historian.

The following were elected directors for two years: Former Governor John H. Trumbull, Willard B. Rogers, Clarence B. Van Beynum and John F. Rolfe.

Denver Club Re-elects M. E. Bernet

Milton E. Bernet, advertising manager of the Mountain States Telephone and Telegraph Company, was re-elected president of the Denver Advertising Club at its annual meeting held last week. Other officers re-elected were J. O. Goodyin, Denver manager of the Western Newspaper Union, vice-president, and J. L. Jenkins, of the Bunge-Jenkins Company, secretary.



M. E. Bernet

The newly elected directors of the club are: Cecil R. Connor, Allen B. Spencer, W. M. Cocks, M. D. Townshend, R. H. Ryrum and Ralph Faxon. A. B. Spencer was named delegate at large to the national convention of the Advertising Federation of America to be held at New York.

Miss Delphine Schmidt, advertising manager of the Piggly-Wiggly Stores, was awarded the club's cup for distinctive advertising in 1930-31.

* * *

New Haven Club Elects J. H. J. Adams

J. H. J. Adams, of the Wilson H. Lee Advertising Agency, has been elected president of the New Haven, Conn., Advertising Club to succeed Claude Schaffner, also of that agency. Leslie J. Tyler, of the New York, New Haven & Hartford Railroad, has been elected vice-president. Samuel F. Chidsey, of Bradley & Scoville, Inc., is the treasurer and F. Irving Johnson, of B. H. & A. H. Kinney, is the secretary.

The board of directors for the coming year includes Harry B. Kennedy, Hoggson & Pettis Manufacturing Company; M. H. Wren, New Haven Journal-Courier; K. A. Redfield, Rockbestos Company; Andrew Casolino, American Hat & Shoe Repair; Eric T. Ball, Oyster Grower Company; F. LeBaron Hamblin, Hamblin Advertising Service, and Mr. Schaffner.

The new officers of the club will be installed on June 29.

* * *

Re-elected by Muscatine, Iowa, Club

Glen Barnard has been re-elected president of the Muscatine, Iowa, Advertising Club. Other officers are: L. R. Henderson and W. F. Siemens, vice-presidents, and George Koenigsacker, secretary-treasurer. These officers will assume their duties in September.

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C. J. Elsasser, President, Los Angeles Club

C. J. Elsasser, vice-president and secretary in charge of advertising of the Golden State Hospital, has been elected president of the Advertising Club of Los Angeles. Guy T. Burroughs, president of Burroughs, Inc., direct mail, has been elected first vice-president and Hollis M. Wade, of Tidings, second vice-president.

The secretary-treasurer for the coming year will be E. C. Anderson, advertising and publicity manager of the Citizens National Trust & Savings Bank.

New directors elected by the club are: Louis C. Breer, Lohman Bros.; J. G. Jeffery, Los Angeles "Downtown Shopping News," and John H. Southard, Vitachrome, Inc.

C. J. Elsasser



J. I. Smith Heads New Orleans Club

James I. Smith, of the New Orleans Public Service, has been elected president of the New Orleans Advertising Club, succeeding Wilson S. Callender. Other officers elected were William B. Wisdom, vice-president; Miss Adrienne Schaefer, secretary, and Miss Margot Burvant, treasurer.

The following were elected to the board of directors: John W. Murphy, G. A. True, Jules J. Paglin, Alan R. Martin, L. H. Stevens, George Reese, Edwin M. Palmer, L. F. Blackburn, E. Davis McCutcheon and Messrs. Callender, Smith and Wisdom.

Cora Geiger Heads Buffalo Women's Club

Cora Geiger has been elected president of the Buffalo League of Advertising Women. Other newly elected officers are: Elizabeth Gibbons, vice-president; Frances Rew, treasurer; Lucy Almond, corresponding secretary, and Verona Mackenson, recording secretary. Installation of these new officers will take place at a dinner meeting to be given at the Hotel Statler on June 2.

F. J. Maloney Heads Scranton Club

Frank J. Maloney, of the International Correspondence Schools, has been elected president of the Scranton, Pa., Advertising Club, succeeding William J. Becker. Floyd B. Foster, of the same company, has been elected vice-president. George G. Marr and B. L. Ryan have been re-elected secretary and treasurer, respectively.

W. R. Snodgrass Heads Kansas City Club

W. R. Snodgrass, publicity director of the Fidelity National Bank & Trust Company, has been elected president of the Advertising Club of Kansas City. James E. Stickney, Ferry-Hanly Advertising Company, Inc., has been made first vice-president and Miss June Holt, Donnelly Garment Company, has been elected second vice-president.

Donald D. Davis, Loomis, Baxter, Davis & Whalen, Inc., and C. H. McClean, Graybar Electric Company, have been elected secretary and



W. R. Snodgrass

treasurer, respectively.

Directors elected for three-year terms are: Paul Kendall, Long-Bell Lumber Company; Mrs. Maude DeVerse Newton, Christian Science Monitor and Ben Henthorn, Kansas City School of Commerce.

L. R. Double Elected by Seattle Club

Lee R. Double, president of the Mail Advertising Bureau, has been elected president of the Seattle Advertising Club. Vice-presidents elected are Orrin Hale, Pioneer Printing Company; Claude Arnold, Arnold-Morgan Advertising, Inc., and Jessie Landwehr. R. W. Sprague, National Bank of Commerce, is treasurer.

New directors elected by the Seattle club are Larry Conaway, Washington Advertising Brokerage Company; E. E. Embree, Carter-Rice Paper Company; Arthur Gerbel, Jr., Foster & Kleiser, and Kathrine Gresham, Puget Sound Navigation Company.

Philadelphia Women Present Scholarships

The twenty-week introductory course in advertising conducted by the Philadelphia Club of Advertising Women has been concluded and scholarships in the Charles Morris Price School of the Poor Richard Club have been awarded. The winners are Miss Margaret L. R. Breitmeyer and Mrs. Florence C. Springer.

Heads San Francisco Repre- sentatives Group

Earl Mitchell, of Cosmopolitan, has been elected president of the publishers' representatives departmental of the San Francisco Advertising Club. Austin Fenger, of Fenger & Hall, Inc., is first vice-president, and Paul B. Thompson, Sunset Magazine, is second vice-president. J. C. Allison, of Arthur W. Stypes, Inc., is secretary.

The Little Schoolmaster's Classroom

THE Schoolmaster knows why the Jantzen Knitting Mills years ago started it, and if a person is to judge by the aura of terminology that is today beshrouding one humble article of sport apparel, the reason was a good one.

For Jantzen certainly set a fashion in coining the phrase "swimming suit." Within the last twenty-four hours, the Schoolmaster has seen several advertisements for the same product—the same categorically, that is—whose sponsors evidently are striving to keep up with Jantzen by resorting to such linguistic contortions as "beach suit," "surf suit," "swim suit" and "water wear."

To the Schoolmaster, who has always believed in calling a spade a spade, the question is simply this: What has become of the good, old-fashioned term, bathing suit?

* * *

It fell to the lot of Addison England, student of the School of Journalism, University of Minnesota, to prepare a thesis on "The Retail-General Newspaper Advertising Rate Differential." He gathered information from and approached practically every source that would throw light on this vexatious subject.

Student England's data summarized the viewpoints of authorities on the subject. Every interest in the discussion is given expression in the ninety-four page manuscript he prepared.

After all of his investigation, after all of his reading, what does the student conclude? Here is his own statement: "I have learned enough about the rate differential to know that there is a great deal that I don't know about it."

* * *

Scented ink now takes its place with scented paper. *Woman's World* is sending out a series of eight direct-mail pieces, all printed with a scented ink. Gordon P.

Manning, vice-president, tells the Schoolmaster:

"After some experimentation with this new method of appealing to the sense of smell, we have evolved a perfume which we think is particularly appropriate, publishing as we are, a woman's magazine. By the use of this perfume, we hope to establish a sense of continuity in the mind of the reader so that as each piece arrives, she may at once get the connection and recognize the booklet she is about to read. We believe the olfactory sense has never before been used to give repetition to a campaign of this sort."

* * *

The week's mail brings three letters to lay before the Class. Number 1, from Joseph Kincaid, of Chicago, reads thus:

"The will to do something, to try something constructive is far more important than willingness to tell the world what is wrong and how to fix it." This statement appeared on page 113 of the May 21 issue of **PRINTERS' INK**.

"Is there any reason why **PRINTERS' INK** cannot do for advertising what *Good Housekeeping* has done for many products of advertiser's? The plan is simple—make a seal of approval for truthful advertisements, tell the people to look for it, and encourage advertisers to use it if their advertising is honest. Every advertisement bearing the seal of approval would then carry more weight with the prospective purchaser—and the fact that advertising men had started their own clean-up campaign would tend to prevent our lawmakers from enforcing censorship which would be slow and damaging to all advertisers. Such a movement should encourage agencies to check up on their work and to submit copy ideas to an impartial, quick acting board before going to the expense of preparing something that would not be okayed.

"If such a plan is feasible,

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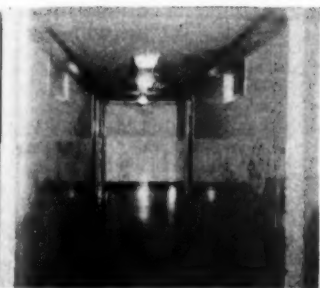


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Member

ter's A Proving-Ground for Materials and Equipment

to be used
in the new
**Field
Building
Chicago**



● These two views show portions of the testing laboratory established by the Estate of Marshall Field in Chicago for the selection of materials and equipment for the new Field Building.



BUILDING owners and managers directing the expenditure of vast sums now have learned to make their own selections of materials and equipment—to specify exactly what they want. In planning the proposed Field Building in Chicago, executives of the Estate of Marshall Field have created actual set-ups of materials and equipment so that they may themselves determine what is best for their building. This program of practical research typifies the modern procedure of building owners and managers toward the selection of products for remodeling of old buildings as well as for new construction. Sell these men on the merits of your product. **BUILDINGS AND BUILDING MANAGEMENT**, their business paper, reaches this tremendous market.

A. B. C. GUARANTEED PAID CIRCULATION



Founded 1906

PORTER-LANGTRY COMPANY, PUBLISHERS

Member A. B. C.

139 NORTH CLARK ST., CHICAGO

Member A. B. P.

Eastern Office: 295 Madison Ave., New York City

PRINTERS' INK is surely the logical agency to put it into effect.

"There is a job that would put the labors of Hercules to shame. The enterprising company that is rash enough to set itself up as a disseminator of seals of Honesty would be in hot water above the ears.

"What we must do, all of us, is to inculcate among advertisers the will to be truthful—then the saddening distortions of honesty that torture the eye and offend the ear will grow less."

The next letter comes from Herbert H. Smith, in Philadelphia and reads as follows:

"An American woman now living in New York will never buy a certain automobile, and she does not think much of American advertising, at least on foreign shores, because of an experience in Chili. She does not hesitate to tell the story as she addresses audiences, and she names the car.

"High on the Andes is a massive monument of cannon metal cast to represent Christ. The statue commemorates the end of one foolish war. It is an object of certain veneration and held in high esteem. Near the base of this symbolic statue, is or recently was, a large sign-board advising all and sundry to buy a certain automobile!

"Most visitors are shocked. The impudence of the Americans, or their native representatives, leaves a bad taste in many mouths."

The Schoolmaster, also, is shocked. He doesn't believe, however, that the lady is fair, if she condemns all American advertisers abroad because of this one breach. Most of them, it is certain, would prefer to have their sign boards in Buenos Aires, or Valparaiso.

* * *

The third and last letter is from Frances E. Riley, in the office of the Brooklyn Bureau of Charities.

The letter is an appeal for help, and the Schoolmaster is at a loss to know what help to give. It's a selling problem—surely there must be some answer. Can any Class member help Miss Riley? Here is her letter:

"Yours is one Class I never 'cut'—as an earnest student of sales

problems. But whereas your other pupils have the job of selling tangible products to a public that has some conceivable use for them, I have to sell *ideas*—you know the resistance to ideas, Mr. Schoolmaster.

"Take the idea that the Brooklyn Bureau of Charities had to sell recently to Joe Giolitti. At sixteen years of age Joe is supporting his family—eight of them—on \$12 a week. He went on a tear the other day and threw up his job. 'Yeah, I quit—it ain't fair. Here I need a new suit, and I can't have it from my own money 'cause we gotta have coal. I quit, I tell yuh, I quit.' It was up to the social worker to sell Joe the idea that he is not the most mistreated person in the world; that since his father is ill, there has to be a man in the family; that his mother can't help out because someone has to look after the kids. The social worker had to sell a grown-up man's responsibility for a family to a boy barely out of knee pants.

"Compare selling these ideas to Joe with selling him a baseball bat. Not so easy. Complicated, too, by the social worker's sneaking sympathy with Joe—or perhaps that sympathy made it easier for her to understand her customer. She arranged to have the father taken to a sanitarium where he can get well more quickly; induced Joe's mother to release her ego-drive in some way other than by nagging Joe; got Joe's job back for him; and fixed up his family chores so as to allow him time for a tri-weekly 'work out' in his beloved gym. So far Joe has been pulling his load without fretting. (By the way, you've noticed that no money was given to Joe—just service?)

"The social worker has to sell sanitation to people who use the dumb-waiter shaft to throw garbage in; light and air to people who have lived so long behind dirty window-panes that they prefer them; responsibility and unselfishness to people who are naturally shiftless and self-centered; purpose and meaning to lives that seem to be heading down a dead-end street. When she makes good at this job of super-salesmanship, her success

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THE UNSEEN COURIERS OF THE SPOKEN WORD



THE FAMILIAR TELEPHONE that stands upon your desk at the office or in your home is only a very small part of the great communication system that enables you to talk across the miles with such surprising ease.

Behind it are complicated exchanges, a well-trained organization of more than 400,000 men and women and 80 million miles of wire. These are the forces that make efficient telephone service possible. These are the unseen couriers of the spoken word.

Tirelessly, day or night, without rest or sleep, the Bell System awaits but the lifting of the receiver to carry your voice to any one of thirty-two million other telephone users in this country and abroad, and on ships at sea. It is done so quickly and with so little trouble that few people stop to consider what goes on between the giving of the number

and the completion of the call.

Some time every day—perhaps many times a day—you use some part of a telephone system that has taken fifty years and more than four thousand million dollars to build. The simple words "long distance," which you speak so casually into your telephone, place millions of dollars of equipment at your disposal. Yet the cost of a call from New York to Chicago is only three dollars and but a fraction of that for lesser distances.

Equipment of comparable cost is also needed to connect your home with all the other thousands of telephones in your town or city. Yet the charge for local service is only a few cents a day.

In relation to service rendered, the cost of the telephone is one of the smallest items in the monthly business and family budget. Few things purchased are of such real, constant and increasing value.

★ AMERICAN TELEPHONE AND TELEGRAPH COMPANY ★





**HOW TO SELL
HAWAII'S
HUNDRED MILLION
DOLLAR MARKET**



Send for a SURVEY on the line or lines of merchandise in which you are interested

HONOLULU STAR-BULLETIN
HONOLULU, HAWAII

Announcement

Page-Davis School of Advertising announces a new, thorough home study Course in Modern Advertising. Prepared in co-operation with leading Agency men and prominent Advertising Managers. No text books, no theory, no red tape. Material all in loose-leaf form. An intensive plan of Practical Advertising training, based upon the "Learn By Doing Method." For information address Page-Davis School of Advertising, 3601 Michigan Ave. Dept. 4245, Chicago.

AVAILABLE JULY FIRST

Experienced Advertising-Sales Promotion Executive seeks reliable connection. Now employed by important financial house interested in public utilities. Thoroughly trained in radio, financial and newspaper fields.

He is finished public speaker; directed sales schools, sales meetings and customer ownership campaigns. Enjoys splendid achievement record and reputation. Married. College trained. Address

"M," Box 198, Printers' Ink

is its own rich reward. Because she fails, as she sometimes does, the whole tribe of social workers gets a dirty crack. What I'd like to know, Mr. Schoolmaster, is how to sell the public on the social worker?"

Newspapers to Get Awards for Promotion Copy

During 1931 opportunity is offered to daily newspapers to compete for thirty-two prizes which will be awarded entries deemed the best examples of daily newspaper promotion. A jury of at least nine advertising agency executives and national advertisers will make the awards. The jury also will include a member of the executive staff of *Editor & Publisher*, which has established the awards as an annual event.

Three groups of promotion will be considered, as follows:

1. Best all-around promotion work conducted during the year.
2. Best all-around promotion work under the auspices of a territorial association or of a group of newspapers under common ownership.
3. For each of the following divisions: Advertisements for circulation, advertisements for advertising, institutional advertising, trade paper advertising, direct-mail advertising, and data books and research studies. Awards will be made for the best single advertisement and for the best campaign of three or more advertisements.

It is the purpose of the contest to reward newspaper promotion of especial merit and, in addition, to create a proper appreciation by proprietors, publishers and promotion men themselves, of the importance of their work in newspaper development.

Guy S. Osborn to Represent Curtis-Martin

Curtis-Martin Newspapers, Inc., Philadelphia, has appointed Guy S. Osborn, Inc., publishers' representative, Chicago, Detroit and St. Louis, as Western representative of its newspapers, including the *Philadelphia Inquirer*, *Public Ledger* and *Evening Public Ledger* and the *New York Evening Post*.

To Continue Usher Agency

David M. Puerner will continue the advertising agency of the late Ellis B. Usher at Milwaukee. Mr. Puerner, who was associated with the Usher agency since 1915, has opened offices at 502 Broadway Building.

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International Trade Groups to Meet

"A Better Understanding of International Advertising" will be the theme of the International Trade Conference departmental of the convention of the Advertising Federation of America to be held at New York. The departmental will open with a luncheon on June 16 at which Sir Charles F. Higham will speak on "Advertising Internationally." C. K. Woodbridge, vice-president of Remington-Rand, Inc., will preside.

Other speakers will include Charles Lyon Chandler, of the Corn Exchange National Bank & Trust Company, Philadelphia, Stanley E. Hollis, vice-president of the American Foreign Credit Underwriters, Inc., New York, and J. W. Sanger, international advertising counsel.

A discussion on "The Better Understanding of International Advertising, from the Viewpoint of its Practical Use in Foreign Countries" will be engaged in by W. R. Cummings, vice-president, Monroe Calculating Machine Company, M. S. Eylar, vice-president, Underwood-Elliott-Fisher Company, and J. A. Zellers, director of foreign sales of Remington-Rand, Inc., New York.

Philadelphia Advertising Women Elect

At the annual election last week of the Philadelphia Club of Advertising

Women, Mrs. Pauline B. Peters was elected president; Nan M. Collins, of the Roland G. E. Ullman Agency, vice-president; Lydia M. Roesler, of the Lincoln Photo-Engraving Company, treasurer; Irene A. Maher, of Heyman & Bros., recording secretary, and Edith M. Parrong, of the Curtis Publishing Company, corresponding secretary.

The following were elected directors: Ruth E.

Pauline B. Peters

Clair, the retiring president; Edith B. Ellsworth, Ethel M. Jefferson, and Mrs. Edna Hill Mason. Installation of officers and directors will take place on June 25 at the Cedar Brook Country Club.

To Redfield-Coupe

W. L. Evans, Washington, Ind., manufacturer of wardrobes, has appointed Redfield-Coupe, Inc., New York advertising agency, to direct his advertising account.

Boston Sales Managers Re-elect

Henry Davis, president of the Stetson Press, has been re-elected president of the Boston Sales Manager's Club.

Right Now
is the time to weigh
well the significance of

A SELLING POWER of BILLIONS

in the Textile, Apparel
and Related Industries

Fairchild Publications
8 E. 13th Street, New York, N. Y.

**Net Paid Circulation
now 22,268**

Advertising Rates: Page, \$135;
half page, \$67.50; quarter page,
\$33.75; one inch, minimum,
\$10.50. Classified, 75 cents a
line, minimum order, \$3.75.

Printers' Ink

The Modern Lumber Dealer

sells practically all products
that go into building construc-
tion today. 35 to 50% of his
sales are other than lumber.
The paper read by foremost
lumber dealers everywhere is the

American Lumberman

Est. 1873 CHICAGO A. B. C.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Small Trade Paper for Sale in industry with great possibilities. No competition. Price and terms reasonable. Box 848, Printers' Ink.

ADVERTISING SALESMAN wanted in East by a Trade Magazine gives 100% coverage of its field. Must have selling ability and capable of earning \$10,000 a year. Special commission arrangement where earnings are large right from start. Box 847, Printers' Ink.

SPLENDID WEEKLY and job printing plant, Southern Pennsylvania, for sale by owner; excellent reasons; well equipped, well organized, making money; \$5,000 cash gets it, including linotype live years old and files of 50 years. Herbert L. Grimm, The Gettysburg Times, Gettysburg, Pa.

FOR SALE

Weekly community newspaper with large local circulation and strong advertising support from local business interests.

Publication located in thriving and progressive residential area in large Eastern city where living conditions are excellent. Present owners have other interests which require their full time. Attractive terms to responsible purchaser. Box 838, P. I.

EMPLOYMENT SERVICES

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL. CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

HELP WANTED

PLENTY OF EMPLOYMENT FOR LIVE MEN who have the guts to show what they can do. Commission. Chevrolet Service & Equipment News, 117 West 61st St., New York City.

PUBLICATION REPRESENTATIVE

To sell space for an important sectional magazine exclusive in its field. An opportunity for experienced publication representative—part-time service satisfactory. Commission basis only. Box 841, P. I.

There Is a Copy and Layout Man who feels that his initiative and originality is curbed—The most colorful, cleverest, fastest growing industrial paper has the opportunity—we pay off on results—sell us. Box 851, Printers' Ink.

NEWSPAPER SPACE BUYER—Leading Chicago advertising agency offers opportunity to an experienced newspaper space buyer. Must write recommendations and handle departmental detail. Write fully. Box 837, Printers' Ink.

ADVERTISING SOLICITOR, young woman for class magazine. Shopping department. Must be young; attractive personality. Salary and commission. State experience, age and salary desired. Box 1465, Suite 803, Times Bldg., New York.

CREATIVE MAN for Advertising Division of large manufacturing company distributing its products through resale channels. Functions comprise planning, writing and production of dealer material, and other promotional items for one of number of articles in a complete line; also contact with agency in co-ordinating space advertising with promotional activities. The man who gets the position must be willing to render real service and patiently take the long road to success. Starting pay is low, but the opportunity good for the right man. We are more interested in loyalty and intelligence than in advertising experience. Please give brief outline of qualifications, ambitions and salary expected. Box 840, P. I.

WANTED:

AN ASSISTANT WHO CAN BECOME ADVERTISING MANAGER

We are looking for a man, 28 to 38 years of age, who within a year's time can qualify as advertising manager of one of America's first hundred national advertisers, the leaders in the industry and growing rapidly.

A general knowledge of the distribution of package goods is especially desirable. While a man's past experience in advertising and selling will be rated very high, character, education, intelligence and physical qualifications will play a most important part in selection. The man must have every earmark of good sales and advertising executive ability, but modest enough to be willing to prove his skill by starting humbly and working his way quickly into a hard hitting successful organization.

This is an opportunity primarily for a man who feels he has not arrived but is anxious to make a few sacrifices to build a real business career in a well reputed growing organization. Box 845, P. I.

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SALES PROMOTION AND ADVERTISING MAN—Progressive chain clothing organization offers exceptional opportunity to man whose present growth does not keep pace with his ambitions. He should be between 25 and 35—know how to sell—be familiar with advertising—and endowed with imagination. State present and past connections, age, and salary required. Confidential. Box 852, Printers' Ink.

MISCELLANEOUS

TRACING CARTOONS for your mimeograph stencils or Ditto. Live up your Bulletins. Not stock cuts. Send for sample sheet. M. S. Bush, 433 Jackson Bldg., Buffalo, N. Y.

POSITIONS WANTED

PREVIOUS EMPLOYER WISHES TO PLACE EFFICIENT SECRETARY who has complete knowledge of weekly trade-paper routine. Moderate salary. Dale, Wisconsin 7-2834.

Excellent Salesman—33, married, now employed, having fine sales record—desires new connection. Will consider any branch of selling. Territory and salary open. References. Box 843, P. I.

DIRECT MAIL SPECIALIST

Modern dynamic layouts. Barrels of ideas. Knows typography. Now working in New York. Will take position anywhere. Box 850, Printers' Ink.

ARTIST—All-around commercial artist—illustrating, designing, retouching, lettering. Will go anywhere. Box 849, Printers' Ink.

Young Man, 33, adept, excellent salesman; now employed in the East, due to wife's illness desires territorial change with organization selling to Southwestern interests or desiring representation there. References, salary open. Box 844, P. I.

Designer-Typographer

seeks part-time or free-lance arrangement with agency, publisher or progressive printer. Knows layout, lettering and typography thoroughly. Accustomed to high-calibre creative work. Box 842, P. I.

Young Man—24, married, Christian, desires position as advertising or publicity assistant with industrial concern. Engineering college graduate. Newspaper and sales experience; two years preparing trade journal ads, bulletins, fliers, house organ, direct mail, etc. Salary secondary to opportunity. Highest references. Box 853, P. I.

WOMAN SALES BUILDER

With promotion, styling and marketing, I am now increasing sales for a product you know.

CAN I DO THE SAME FOR YOURS?

Write Box 846, Printers' Ink.

Exceptional Experience in both sales and advertising promotion. Two years as field representative for a 4A agency. Desires connection with agency or in advertising department. Single, 30 years old. Box 836, Printers' Ink.

ADVERTISING SALESMAN—thoroughly experienced in large national and class magazine, and trade paper work; successful record; wide acquaintance—seeks opportunity to represent publisher or commercial house needing responsible New York representative or branch office manager; best credentials; strict confidence. Box 839, Printers' Ink.

DEPENDABLE MAN SEEKS JOB

Experienced in all branches newspaper work; editor or mg. ed. trade journal; Creative advertising with agency experience. Adaptable to many other lines. College education and broad business training. Married and has a family. Will go anywhere on permanent job, at reasonable compensation. Address "Dependable," 161-65, 86th Ave., Jamaica, L. I., N. Y.

A Job Wanted with going small town concern where brains, loyalty and perseverance count; young man, 32, seeking permanent association offers well rounded metropolitan and provincial newspaper, trade-class journal and publicity merchandising background with which is coupled executive advertising-sales promotion work with General Motors unit; can handle advertising, marketing research, publicity, sales promotion of dealer-distributor organization and other important details related to sales; salary wide open; whatever you think the job's worth. Cameron, 3273 Parkside Place, New York.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding seven to nine copies is \$1.25, postpaid, and the Monthly holding six copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications

185 Madison Ave. New York

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Command Attention

In the stores—where your sales story must be brief and to the point—let lighted pictures help your salesmen's demonstrations.

They are easy to carry and easy to use. Salesmen welcome their help, because they present your ideas in lighted pictures, clear and bright,—still pictures that change as often as you want.

Let us show you about it.

Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

Slidefilms—Motion Pictures—Animated Drawings—Sound Pictures
New York, Chanin Bldg.—Detroit, General Motors Bldg.—
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales
and Service at Principal Points Throughout the United States.



STEAMSHIP LINES

during the first four months
of this year placed

TWICE AS MUCH

advertising in the Chicago
Tribune as they placed in all
other Chicago papers com-
bined.

CHICAGO TRIBUNE

The World's Greatest Newspaper

Average Net Paid Circulation April,
1931: Daily, in excess of 815,000;
Sunday, more than 1,025,000.

Eastern Adv. Office
NEW YORK
220 E. 42nd St.

Southern Adv. Office
ATLANTA
1825 Rhodes-Haverty
Bldg.

New England Adv. Office
BOSTON
718 Chamber of
Com. Bldg.

Western Adv. Office
SAN FRANCISCO
820 Kohl Bldg.